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WHORM Subject File Code: PR016-01
Broadcasts - Telecasts

Case file Number(s): 170001-181000

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Last Updated: 06/22/2023

WITHDRAWAL SHEET

Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. case file (171313)	memo from Anthony Dolan to James Baker, re presidential half hour on crime this month (3 pp)	6/20/83	B5 MCH 11/16/01
COLLECTION: WHORM: Subject File			smf
FILE LOCATION: PR 016-01 Public Relations: Broadcasts-Telecasts (170001-181000)			5/7/92

RESTRICTION CODES

- | | |
|---|--|
| <p>A. National security classified information.</p> <p>3. Presidential Records Act</p> <p>B1. Release would violate a Federal statute.</p> <p>B2. Release would disclose trade secrets or confidential commercial or financial information.</p> <p>B3. Release would constitute a clearly unwarranted invasion of personal privacy.</p> <p>B4. Relating to appointment to Federal office.</p> <p>B5. Release would disclose confidential advice between the President and his advisors, or between such advisors.</p> | <p>B6. Release could disclose internal personnel rules and practices of an agency.</p> <p>B7. Release would disclose information compiled for law enforcement purposes.</p> <p>B8. Release would disclose information concerning the regulation of financial institutions.</p> <p>B9. Release would disclose geological or geophysical information concerning wells.</p> <p>C. Closed in accordance with restrictions contained in donor's deed of gift.</p> |
|---|--|

ID: 170639

CORRESPONDENCE TRACKING WORKSHEET

PAGE D01

INCOMING CORRESPONDENCE DATE 831017 RECEIVED DATE 831020

(PREFIX)

(FIRST)

(LAST)

(SUFFIX)

THE HONORABLE

BEVERLY B.

BYRON

TITLE:

ORGANIZATION: U. S. HOUSE OF REPRESENTATIVES

STREET:

CITY: WASHINGTON

STATE: DC ZIP: 20515

COUNTRY:

SUBJECT: ENCLOSURES LETTER FROM JOHN J. MCGOVERN, JR.,
BRUNSWICK, MD, REGARDING SUBJECT FOR RADIO
BROADCAST

AGY/OFF
LADUBE

ACTION CODE
ORG

TRACKING DATE
831020

KD A 831118

STAFF NAME: KENNETH DUBERSTEIN
COMMENTS:

MEDIA: L OPID: RS TYPE: IBA

CODES: REPORT

INDIV: 1230

USER:

SD Genger

A 831122 LD

November 18, 1983

Dear Beverly:

Thank you for your October 17 letter enclosing a copy of your correspondence from Mr. John J. McGovern, Jr., regarding a news account of two boys who were discovered dead in an abandoned refrigerator. In his letter, Mr. McGovern suggested that the President dedicate one of his Saturday addresses to the safety issues raised by this tragic incident.

We appreciate your interest in providing us with this suggestion, and we will be pleased to share Mr. McGovern's comments with the appropriate advisers here. I am sure that this recommendation will be given careful consideration.

With best wishes,

Sincerely,

Kenneth M. Duberstein
Assistant to the President

The Honorable Beverly Byron
House of Representatives
Washington, D.C. 20515

cc w/copy inc to Dave Gergen for appropriate action

KMD:CMF:KRJ:ebp--11KD

WH RECORDS MGMT RETAINED ORIG

5
BEVERLY B. BYRON
6TH DISTRICT, MARYLAND

WASHINGTON OFFICE:
1216 LONGWORTH HOUSE OFFICE BUILDING
(202) 225-2721

COMMITTEES:

ARMED SERVICES

PROCUREMENT AND MILITARY
NUCLEAR SYSTEMS

MILITARY PERSONNEL AND
COMPENSATION

INTERIOR AND INSULAR AFFAIRS

PUBLIC LANDS AND NATIONAL PARKS
MINES AND MINING

SELECT COMMITTEE ON AGING

HOUSING AND CONSUMER INTERESTS

Congress of the United States
House of Representatives
Washington, D.C. 20515

170639
DISTRICT OFFICES:

FREDERICK
(301) 662-8622
10 EAST CHURCH STREET
21701

HAGERSTOWN
(301) 797-6043
100 WEST FRANKLIN STREET #110
21740

LAVALE
(301) 797-0300
P.O. Box 3275
21502

WESTMINSTER
(301) 848-5366
(301) 862-3348
6 NORTH COURT STREET
21157

October 17, 1983

Mr. Kenneth M. Duberstein
Assistant to the President
for Legislative Affairs
The White House
Washington, D. C. 20500

Dear Ken:

Enclosed is a copy of a self explanatory letter from
a constituent with a good suggestion.

We have always had a lot of problems with the very
young and attractive nuisances. Perhaps the President
might want to comment on this issue in some radio
broadcast.

Please let me know your thoughts on this.

With best wishes,

Sincerely,

BEVERLY B. BYRON
Member of Congress

BBB:jhc
Enclosure

Jim Cromwell

307 Brunswick Street
Brunswick, MD 21716
12 October 1983

301-834-8798

Honorable Beverly Byron
1216 Longworth Office Building
U. S. House of Representatives
Washington, DC 20515

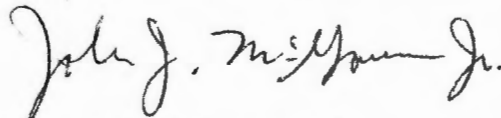
Dear Mrs. Byron:

It is with mixed emotion that I write this letter. On Friday past, October 7, 1983, my mother phoned me from her home in Rhode Island. My mother's sadness was readily obvious to me over the phone. She had just been informed that an extensive manhunt on Block Island (a remote vacation community 10 miles off of Rhode Island's coast) had just culminated with perhaps the worst possible outcome. After countless manhours of searching for two brothers, ages 2 and 4 years (young), the searchers finally located the boys in an abandoned refrigerator. Only then did I realize the anguish of both my mother and the entire community in which she lives.

Mrs. Byron, the purpose of this letter is to formally request you and your staff make every effort possible to contact the White House, preferably the President himself, and request President Reagan dedicate one of his Saturday radio addresses to the nation on this dreadful subject.

This menacing problem will repeatedly raise its ugly head until it is properly dealt with. The magnitude of the problem and the heart-felt sorrow it brings, commands a presidential address. I respectfully urge you to act.

Sincerely yours,



John J. McGovern, Jr.

cc: Larry Speakes, White House
Deputy Press Secretary

accidental death
refrigerator safety features

12
ID: 170639

CORRESPONDENCE TRACKING WORKSHEET

PAGE D01

INCOMING CORRESPONDENCE DATE 831017

RECEIVED DATE 831020

(PREFIX)

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STATE: DC ZIP: 20515

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C 831206

✓ SD Genger

RM

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copy forwarded to
Speechwriters, fyi

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WASHINGTON OFFICE:
1216 LONGWORTH HOUSE OFFICE BUILDING
(202) 225-2721

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PROCUREMENT AND MILITARY
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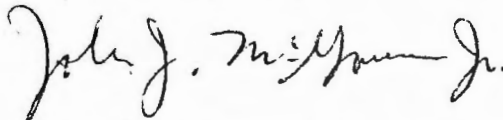
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Sincerely yours,



John J. McGovern, Jr.

cc: Larry Speakes, White House
Deputy Press Secretary

accidental death
refrigerator safety features

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 8, 1983

170864

1110

PR016-01

DDI

MEMORANDUM TO WHITE HOUSE STAFF

FROM: KIM HOGGARD *KH*
SUBJ: Television appearances, Sunday, September 11

The following individuals are scheduled to appear on the three network interview programs Sunday, September 11:

ABC "This Week With David Brinkley" 11:30 a.m. EDT Channel 7

Not announced at this time

CBS "Face The Nation" 11:30 a.m. EDT Channel 9

Senator Howard Baker, (R-Tennessee)

NBC "Meet The Press" 12:30 p.m. EDT Channel 4

Senator Robert Dole, (R-Kansas)

NG advised fold

8/8

2/

THE WHITE HOUSE
WASHINGTON
June 20, 1983

171313

1110

PR 016-01

JL 003

MEMORANDUM TO JAMES BAKER

FROM: ANTHONY R. DOLAN *ARD*

SUBJECT: Presidential Half Hour on Crime This Month

Here is the brief follow-up I promised. In the next year and a half we will want to come back to the crime issue again and again. We must be able to do so without charges that politics is our only motivation. So we must lay the groundwork now.

1) Why a half hour broadcast?

Nothing so identifies a President with an issue as does a television broadcast on the matter e.g. Carter on energy, Kennedy on Cuba, etc. During the past 20 years, crime has dominated far more election campaigns than any other issue. A few politicians, George Wallace and Richard Nixon, had considerable success with law and order appeals. This Administration's program -- e.g. the 8 point program announced last November and other initiatives like the South Florida Task Force and NIBIS -- have taken an equally tough but much more sophisticated approach to the problem of street crime, drugs and organized crime. Most important, the President's statements on crime (the New Orleans speech and his November statement at the Justice Department) have met with widespread approval from almost every sector of the political spectrum.

The problem is that the President's impact on this issue has thus far been confined to a one or two day story. The President has emphasized in his speeches the connection of organized crime to all forms of crime including violent street crime -- this is a novel approach for a political figure and it has won him praise. The tragedy of all this is that the average American -- for whom crime has been a constant and unceasing worry during the past two decades -- has never had a chance to hear the President fully outline his sophisticated but common-sense views on these matters.

The proposed half hour speech which is attached has an even greater impact -- it emphasizes organized crime. The American electorate has always been deeply fascinated and concerned with this issue, witness the success in our popular culture of phenomena like the "Godfather" or the "Untouchables". After a number of years of study and first-hand experience, it's my

personal view and that of others that if this Administration dedicates its resources properly and arouses public opinion, there is every possibility that we can break apart the regional and national syndicates that have comprised organized crime in America for nearly a hundred years. We will never, of course, eliminate local racketeering, but it is possible to break up La Cosa Nostra, indeed, we are making steady progress toward that. A national commission, which the President would announce in his speech, is not only newsworthy but would be an historic step toward finally breaking up traditional organized crime in America. Every time the commission held a hearing the President would be given credit by a fascinated and concerned public. (By the way, the President should be the first witness.)

So what we have here is speech that would outline our accomplishments, explain our philosophy of crime (which would win us enormous regard from the average American), and announce our plans for the future. It could be quite simply the most effective and the most important half-hour television speech the President gives.

2) But why in the month of June? -- A number of reasons:

1. Crime came down 4 percent last year and figures that will be released later in the summer will probably indicate new declines. To a great extent this decrease is due to the emphasis that conservatives like the President have been putting on the career criminal problem. The Administration deserves to take some credit for its successful efforts and the best way to do this is to talk about them before more announcements of declines in crime.

2. It is important the President should be able to come back to this issue in half hour broadcasts three or four times in the next year and a half. THE ISSUE IS THAT IMPORTANT. But he cannot do so unless he begins his discussion of the issue in a non-political or non-campaign environment.

Unfortunately our 8 point program for crime last November was announced in the middle of an election campaign. It is essential that the President lay a nonpartisan groundwork for his discussions of crime in the next year or two and a speech in the next few weeks would do that emphatically.

3. Our television audience will shrink dramatically and the national attention span during the summer months. If we wait until fall, we will be in the midst of a heightening presidential race. This will make it more difficult to muster the kind of unreserved public support we need for our program.

4. It has already been nearly 9 months since we announced our plans for the formation of the commission. Judge Kaufman, who is deeply and widely respected by most of the important commentators in the media and whose article on the

1st amendment appeared only this week in the New York Times Sunday Magazine, is still a sitting judge. He and many others both in Justice and on the outside who are expected to be connected to the commission are growing increasingly disturbed and unhappy with the delays in announcing its formation. It would be a tragedy to lose their services..

3). Won't this complicate the President's emphasis on education? -- Far from it, the issues fit together nicely and that point should be made in the half hour address. In fact, this is a way of talking a little bit about education as well and summarizing what the President has been doing. Also, the speech can be used to make brief mention of the President's success in the economic, defense and foreign policy areas.

And there is a tremendous psychological advantage to suddenly coming up with a serious and carefully wrought statement on crime, as I believe the suggested draft is. It adds credibility to every issue we discuss henceforth.

Bottom Line: This crime speech lays the groundwork for the President's future discussions of this issue without risking accusations that he only talks about crime when an election campaign is approaching. This credibility is essential for gaining public support for the Administration's anti-crime efforts.

cc: *Dane Meyer*
Aram Bakshian

ID # 173455

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PROB 01

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD)

83 09 23

Name of Correspondent:

Mr. + Mrs. Steven Schjølberg

☐ MI Mail Report

User Codes: (A) _____

(B) _____

(C) _____

Subject:

Refers to 9/22/83 TV news program
20/20 and denounces treatment of
Luiso family by US government

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
Co Dono		ORIGINATOR	83 09 26			C 83 10 28
DOJ		Referral Note:	83 09 28			A 83 10 28
		Referral Note:				
		Referral Note:				
		Referral Note:				
		Referral Note:				

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as EnclosureI - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered
B - Non-Special Referral
C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments:

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: M Individual Codes: 4006 _____

Prime Subject Code: PR 016-01 Secondary Subject Codes: JR 002 _____
NU 010 _____
EG 01704 _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

9/24

Sally -

to DOJ Sn R.

OO



U.S. Department of Justice

Civil Division

Office of the Assistant Attorney General

Washington, D.C. 20530

26 OCT 1983

Steven and Marsha Schjolberg
7944 Calico Street
San Diego, California 92126

Dear Mr. and Mrs. Schjolberg:

President Reagan has asked me to write to you concerning your mailgram of September 23, 1983.

In response to your criticism of the federal government's decision to seek recovery of costs in the Liuzzo case, I wish to point out that the Federal Bureau of Investigation was found, after a lengthy trial before Judge Joiner, not to have negligently caused the death of Mrs. Liuzzo. Having prevailed in the lawsuit, the United States, like any defendant in civil litigation, may routinely be granted by the court the costs of successfully defending itself. For your further information, I enclose a copy of Judge Joiner's decision.

Sincerely,

J. PAUL McGRATH
Assistant Attorney General

bcc: The White House ✓

773

T H E W H I T E H O U S E O F F I C E

REFERRAL

SEPTEMBER 28, 1983

TO: DEPARTMENT OF JUSTICE

ACTION REQUESTED:

DIRECT REPLY, FURNISH INFO COPY

DESCRIPTION OF INCOMING:

ID: 173455

MEDIA: MAILGRAM, DATED SEPTEMBER 23, 1983

TO: PRESIDENT REAGAN

FROM: MR. AND MRS. STEVEN SCHJOLBERG
7944 CALICO STREET
SAN DIEGO CA 92126

SUBJECT: REFERS TO SEP 22 83 TV NEWS PROGRAM 20/20
AND DENOUNCES TREATMENT OF LUISSO FAMILY BY
U.S. GOVERNMENT

RECEIVED
DEPT. OF JUSTICE
SEP 30 1983
EXECUTIVE SECRETARIAT
OFFICE OF THE DEPUTY
ATTORNEY GENERAL

PROMPT ACTION IS ESSENTIAL -- IF REQUIRED ACTION HAS NOT BEEN
TAKEN WITHIN 9 WORKING DAYS OF RECEIPT, PLEASE TELEPHONE THE
UNDERSIGNED AT 456-7486.

RETURN CORRESPONDENCE, WORKSHEET AND COPY OF RESPONSE
(OR DRAFT) TO:
AGENCY LIAISON, ROOM 91, THE WHITE HOUSE

SALLY KELLEY
DIRECTOR OF AGENCY LIAISON
PRESIDENTIAL CORRESPONDENCE

STEVEN AND MARSHA SCHJOLBERG
7944 CALICO ST
SAN DIEGO CA 92126 23AM

Western
Union Mailgram



1-0012738266 09/23/83 ICS IPMRNCZ CSP WWSA
6195661762 MGM TDRN SAN DIEGO CA 112 09-23 0114A EST

173455

DOJ
PRESIDENT RONALD REAGAN
WHITE HOUSE
WASHINGTON DC 20500

AFTER SEEING THE SEPTEMBER 22 NEWS TV PROGRAM 20/20 WE WERE APPALLED BY THE GOVERNMENTS TREATMENT OF THE LIUSSO FAMILY WHOSE MOTHER WAS BRUTALLY KILLED IN A CIVIL RIGHTS MARCH IN ALABAMA, HAVING A PAID FBI INFORMANT PARTICIPATE IN THE KKK AND BE A PARTY TO THE DEATH OF A CITIZEN IS ABHORANT. TO HAVE THE FAMILY THEN LOSE THEIR CASE AGAINST THE GOVERNMENT IS A DISGRACE, BUT TO INSIST THAT THE FAMILY PAY THE GOVERNMENTS LEGAL EXPENSES IN THE LAWSUIT IS OBSCENE, HAS THE USA LOST TOUCH WITH ALL DECENCY AND MORALITY?

STEVEN AND MARSHA SCHJOLBERG
7944 CALICO ST
SAN DIEGO CA 92126

01:15 EST

MGMCOMP

TO REPLY BY MAILGRAM MESSAGE, PHONE WESTERN UNION ANYTIME, DAY OR NIGHT:

FOR YOUR LOCAL NUMBER, SEE THE WHITE PAGES

OF YOUR LOCAL TELEPHONE DIRECTORY

OR

DIAL (TOLL-FREE) 800-257-2241

(EXCEPT IN NEW JERSEY 800-632-2271)

OR DIAL WESTERN UNION'S COMPUTER DIRECTLY:

FROM TELEX I 6161 FROM TELEX II (TWX®) 910-420-1212

173781PD
PR016-01

THE WHITE HOUSE

WASHINGTON

October 19, 1983

Dear Ms. Shapiro:

We very much appreciate the cooperation of your office and that of Sam Antar in accommodating our request for permission to provide videotapes of important ABC programming to the American Embassy in Bogota, Colombia.

Enclosed are the two copies you wanted us to return of the ABC standard release agreement. They are fully executed by Dr. Carlton Turner, the President's Special Assistant for Drug Abuse Policy, and contain the amendments you and I discussed by telephone. Mr. Antar's permission to use the "Nightline" segment of August 17, 1983 is contained in his October 4, 1983 letter to Dr. Turner, a copy of which was sent to you.

We look forward to receiving from you a 3/4-inch cassette of the August 15, 1983 "Good Morning America" interviews by David Hartman with Dr. Turner and with a person opposing our viewpoint, George Farnham.

Our mailing address is:

The White House
Room 220, OEOR
Washington, D. C. 20500

If you have any questions, please give me a call on either (202) 456-2936 or 456-6554.

Sincerely,

Patrick H. McKelvey
Patrick H. McKelvey
Public Affairs Coordinator
Drug Abuse Policy Office

Wendy Deborah Shapiro
Program Attorney
ABC Entertainment
1330 Avenue of the Americas
New York, NY 10019

American Broadcasting Company 7 West 66th Street New York, New York 10023 Telephone 212 887-4013

Sam Antar
Vice President, General Attorney
and Director of Business Affairs,
ABC News

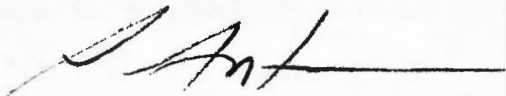
Dear Mr. Turner:

Thank you for your letter of September 19, 1983.

ABC News is pleased to accommodate your request to show your copy of the "Nightline" broadcast on which you appeared within the American Embassy in Colombia.

I have reviewed a copy of Wendy Shapiro's letter to you granting the second part of your request, for the "Good Morning America" segment, and enclosing a release. If you would simply add "Nightline broadcast of August 17, 1983" to the caption of the release, the release can serve for both the "Good Morning America" and "Nightline" broadcasts.

Sincerely,



Mr. Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy
The White House
Washington, D. C. 20500

October 4, 1983
en

cc: Wendy Shapiro

THE WHITE HOUSE
WASHINGTON

September 23, 1983

MVS

173915 CU
4628

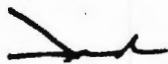
PRO16-01
FB006-01
BE003-04

Dear Patti:

My sincerest thank you for assisting Peter and David last weekend with regard to the telecast of "Life's Most Embarrassing Moments". You were most generous to take time out of your weekend and I want you to know that if I can be of any help to you, please do not hesitate to call on me.

With best regards,

Sincerely,


Fred F. Fielding
Counsel to the President

Ms. Patti Matson
Vice President, Public Relations
American Broadcasting Company
1330 Avenue of the Americas
New York, New York 10019

THE WHITE HOUSE
WASHINGTON

Date 9.27.83

Suspense Date _____

MEMORANDUM FOR: Central File

FROM: **DIANNA G. HOLLAND**

ACTION

- ☐ Approved
- ☐ Please handle/review
- ☐ For your information
- ☐ For your recommendation
- ☐ For the files
- ☐ Please see me
- ☐ Please prepare response for
_____ signature
- ☐ As we discussed
- ☐ Return to me for filing

COMMENT

174365

4200

PR016-01

HE006-01

PP005-01

LD

September 30, 1983

Dear Charlotte:

"Good Morning America" will use a clip from THE
CHEMICAL PEOPLE on the October 12 program.

Mrs. Reagan's only other drug abuse-related
activity in New York concerns the unveiling of
the Ad Council's national drug abuse campaign.

Thank you for your press guest recommendations.
Space permitting, some of them will be included.
For your information, Lee Lescaze has been
replaced as Style editor at the Washington Post
by Mary Hadar.

Sincerely,

Sheila Tate
Press Secretary
to Mrs. Reagan

Ms. Charlotte Klein
Charlotte Klein Associates
950 Third Avenue
Sixteenth Floor
New York, NY 10022



212 935-4690

950 Third Avenue
Sixteenth Floor
New York, NY 10022

September 26, 1983

Ms. Sheila Tate
Press Secretary to Mrs. Reagan
The White House, East Wing
Washington, D.C.

Dear Sheila:

Here's an extra copy of the "New York Daily News" story on Mrs. Reagan's co-hosting GOOD MORNING AMERICA. When I provided Patty Neger, who is working with Amy Hirsh, with the cassette and material on THE CHEMICAL PEOPLE, they were not quite certain how much time they would give to it. I told her we understood it would be "substantial" time so that Mrs. Reagan could discuss the programs and outreach campaign as well as to show a "clip" from the first show.

It may require a firm stand from you to obtain substantial time on GMA for THE CHEMICAL PEOPLE. I know that Ann is looking into the possibility of having Mrs. Reagan visit a key drug rehab facility in New York or to a meeting of community outreach leaders while she is here on October 12. Can we be of help in getting New York and national press to cover that? If she is not going to go on such a visit, will there be time here for some interviews with TV press, such as: Julie Hastings, UPI, Tom Jory, AP, Kay Gardella, NY Daily News and Chicago Tribune Syndicate, Sally Bedell Smith, NY Times?

Re the October 24 Reception and TV taping at the White House: would you be so kind as to include some key TV press (if not already on your lists). May I suggest some from the attached?

FYI, we are getting good coverage for Mrs. Reagan and THE CHEMICAL PEOPLE in the following magazines:

TV Guide, Scholastic's Action (cover story),
TV Cable-Week, Girl Scout Leader, National
Review, Christian Herald, The Episcopalian,
Elks Magazine, VFW Magazine, Forecast,

-more-

-2-

The Lutheran Magazine, Rotarian, Our Sunday Visitor (Catholic), Temas, and possible Reader's Digest and Prevention for an action roundup following the shows.

We also have sent color to Editors of Sunday newspaper TV magazines nationwide for possible "covers" the Sunday before the first program.

Best regards,



Charlotte C. Klein

CCK/jr
Enclosures

THE WHITE HOUSE
WASHINGTON

TR

November 1, 1983

175916 1

1110

PR016-01

HE006-01

LE0009

PR005-01

TO: WHITE HOUSE/EOB STAFF

FROM: JAMES S. ROSEBUSH *JRH*
CHIEF OF STAFF FOR THE FIRST LADY

SUBJECT: THE CHEMICAL PEOPLE PBS SHOWS

On November 2 and 9 at 8:00 PM, Mrs. Reagan will host a four hour show on PBS called The Chemical People. It is the first Nation-wide effort to unite television and local community groups to combat drug abuse. The response to this production, conceived by WQED Pittsburgh has been phenomenal. Over 10,000 groups have organized across the country to watch the shows in town meetings and then to take up the challenge of fighting the drug epidemic.

1/4
November 18, 1983

Central
Files

176066

PR016-01

Dear Cooper:

Thank you for your October 25 letter indicating Mrs. Robert Ray's positive reaction to Mrs. Reagan's appearance on the "Good Morning America" show.

We appreciate Mrs. Ray's thoughtful remarks and support for Mrs. Reagan's efforts in the important area of drug abuse prevention. I know that Mrs. Reagan will be pleased to know of Mrs. Ray's support, and I have taken the liberty of sharing your correspondence with the First Lady's Office.

Again, many thanks for your interest in writing.

With best wishes,

Sincerely,

Kenneth M. Duberstein
Assistant to the President

The Honorable Cooper Evans
House of Representatives
Washington, D.C. 20515

cc w/copy inc to Sheryl Eberly, FYI

KMD:CMF:KRJ:ebp--11KD

COOPER EVANS

3RD DISTRICT, IOWA

COMMITTEE ON AGRICULTURE

SUBCOMMITTEES:
DEPARTMENT OPERATIONS,
RESEARCH, AND FOREIGN
AGRICULTURE

WHEAT, SOYBEANS, AND
FEED GRAINS

AD-HOC AGRICULTURE
BUDGET

SELECT COMMITTEE ON AGING
TECHNOLOGY ASSESSMENT BOARD

Congress of the United States
House of Representatives
Washington, D.C. 20515

October 25, 1983

Mr. Kenneth M. Duberstein
Assistant to the President
for Legislative Affairs
The White House
Washington, D.C. 20500

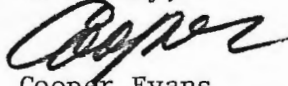
Dear Ken:

I recently learned that an experienced radio broadcaster from my district was most impressed with the recent contribution on "Good Morning America" by Mrs. Reagan, and I wanted to send you that view from Iowa.

Dottie Ray, Iowa City, a veteran of 30 years of radio broadcasting, indicated to a member of my staff there, her view that Mrs. Reagan's discussion of drug abuse resulted in a fine show. Mrs. Ray felt the show was of the highest quality and said Mrs. Reagan presented herself as a very articulate and sincerely concerned person. She suggests the show should be made available to every junior and senior high school in the country.

Coming from Mrs. Ray, a person of most discriminating taste and considerable experience in the broadcast media, her views command respect and I wanted to pass along that message to you.

Sincerely,



Cooper Evans
Member of Congress

CE/gs

cc: Mrs. Robert Ray
305 Golfview Avenue
Iowa City, Iowa 52240

#176066
127 CANNON HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-3301
162 WEST FOURTH STREET
WATERLOO, IOWA 50704
(319) 234-3295
102 SOUTH CLINTON STREET #500
IOWA CITY, IOWA 52240
(319) 351-0062
13 WEST MAIN STREET
MARSHALLTOWN, IOWA 50158
(515) 753-3172
IN IOWA, TOLL FREE NUMBER 1-800-772-1745

176066
PR 016-01

1/2
ID: 176066 CORRESPONDENCE TRACKING WORKSHEET PAGE, D01
INCOMING CORRESPONDENCE DATE 831025 RECEIVED DATE 831027
(PREFIX) (FIRST) (LAST) (SUFFIX)
THE HONORABLE COOPER EVANS
TITLE:

ORGANIZATION: U. S. HOUSE OF REPRESENTATIVES

STREET:

CITY: WASHINGTON

STATE: DC ZIP: 20515

COUNTRY:

SUBJECT: WRITES ON BEHALF OF MRS. DOTTIE RAY,
COMMENDS MRS. REAGAN ON HER RECENT
CONTRIBUTION ON "GOOD MORNING AMERICA"

AGY/OFF ACTION CODE TRACKING DATE
LADUBE ORG 831027

KD A 831118

STAFF NAME: KENNETH DUBERSTEIN
COMMENTS:

MEDIA: L OPID: LW TYPE: IBA

CODES: REPORT INDIV: 1240

USER:

November 18, 1983

Dear Cooper:

Thank you for your October 25 letter indicating Mrs. Robert Ray's positive reaction to Mrs. Reagan's appearance on the "Good Morning America" show.

We appreciate Mrs. Ray's thoughtful remarks and support for Mrs. Reagan's efforts in the important area of drug abuse prevention. I know that Mrs. Reagan will be pleased to know of Mrs. Ray's support, and I have taken the liberty of sharing your correspondence with the First Lady's Office.

Again, many thanks for your interest in writing.

With best wishes,

Sincerely,

Kenneth M. Duberstein
Assistant to the President

The Honorable Cooper Evans
House of Representatives
Washington, D.C. 20515

cc w/copy inc to Sheryl Eberly, FYI ✓

KMD:CMF:KRJ:ebp--11KD

COOPER EVANS
3RD DISTRICT, IOWA

37
COMMITTEE ON AGRICULTURE
SUBCOMMITTEES:
DEPARTMENT OPERATIONS,
RESEARCH, AND FOREIGN
AGRICULTURE
WHEAT, SOYBEANS, AND
FEED GRAINS
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BUDGET

SELECT COMMITTEE ON AGING
TECHNOLOGY ASSESSMENT BOARD

#176066
Congress of the United States
House of Representatives
Washington, D.C. 20515

127 CANNON HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-3301
162 WEST FOURTH STREET
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(319) 234-3295
102 SOUTH CLINTON STREET #505
IOWA CITY, IOWA 52240
(319) 351-0082
13 WEST MAIN STREET
MARSHALLTOWN, IOWA 50158
(515) 753-3172
IN IOWA, TOLL FREE NUMBER IS
1-800-772-1745

KD
October 25, 1983

Mr. Kenneth M. Duberstein
Assistant to the President
for Legislative Affairs
The White House
Washington, D.C. 20500

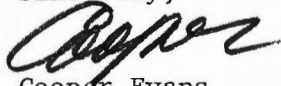
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Coming from Mrs. Ray, a person of most discriminating taste and considerable experience in the broadcast media, her views command respect and I wanted to pass along that message to you.

Sincerely,



Cooper Evans
Member of Congress

CE/gs

cc: Mrs. Robert Ray
305 Golfview Avenue
Iowa City, Iowa 52240

176096
PR 016-01

ID: 176096 CORRESPONDENCE TRACKING WORKSHEET PAGE D01
INCOMING CORRESPONDENCE DATE 831026 RECEIVED DATE 831028
(PREFIX) (FIRST) (LAST) (SUFFIX)
THE HONORABLE PHILIP M. CRANE
TITLE

ORGANIZATION: U. S. HOUSE OF REPRESENTATIVES

STREET:

CITY: WASHINGTON

STATE: DC ZIP: 20515

COUNTRY:

SUBJECT: REQUESTS ACTION BE TAKEN TO COUNTER THE
IMPACT OF A PLANNED ABC BROADCAST OF A
FILM, "THE DAY AFTER"

AGY/OFF ACTION CODE TRACKING DATE
LADUBE ORG 831028

KD

A

831108

STAFF NAME: PRESIDENT REAGAN
COMMENTS:

MEDIA: L OPID: LW TYPE: IBA

CODES: REPORT INDIV: 1240

USER:

NS Kimmett

176096

November 8, 1983

Dear Phil:

This is to acknowledge the recent letter which you sent to the President on behalf of the Republican Study Committee regarding the ABC program, "The Day After". We have shared your recommendations for a Presidential message with the appropriate advisers; and I assure you that your statement of concern is appreciated and receiving prompt review.

With best wishes,

Sincerely,

Kenneth M. Duberstein
Assistant to the President

The Honorable Philip M. Crane
Chairman
Republican Study Committee
House of Representatives
Washington, D.C. 20515

KMD:CMP:jid

cc: w/copy of inc, Bob Kimmitt - for DRAFT response
cc: w/copy of inc, Dave Gergen - FYI ✓

37
KD

#176096

THE REPUBLICAN STUDY COMMITTEE

UNITED STATES HOUSE OF REPRESENTATIVES
433 CANNON HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
202/225-0587

October 26, 1983

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ELDON RUDD
Arizona

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Oregon

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New York

BARBARA F. VUCANOVICH
Nevada

EXECUTIVE DIRECTOR
LAWRENCE B. SULC

STAFF COUNSEL
DAPHNE MILLER UBBEN

The President
The White House
1600 Pennsylvania Ave., N.W.
Washington, D.C. 20500

Dear Mr. President:

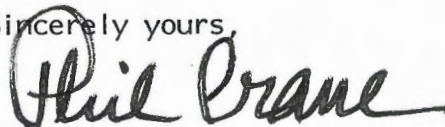
On November 20, the American Broadcasting Company is planning to broadcast a film depicting the horrors of nuclear war. The movie, "The Day After", is scheduled to be shown on prime time, nationwide, just before our planned deployment in Europe of Pershing II missiles.

Those who have seen the ABC film characterize it as a powerful "anti-war" document, strongly reinforcing the Soviet campaign of propaganda, intimidation, and active measures against the deployment of the Pershing IIs. The New York Post has asked editorially, "Why is ABC doing Yuri Andropov's job?"

In fact, the ABC program is likely to cause irrationality and hysteria at precisely the moment when reasoned public support of your defense policy is essential to our national security.

We request that you take action immediately before the showing of "The Day After" to counter its impact. The unreasoning fear experienced by many Americans seeing the ABC program would be alleviated by a cogent and forceful explanation of our policies for preserving peace, and our frustration over Soviet intransigence at the bargaining table. In our opinion, this message should be set forth by you in a nationwide television speech. The nuclear holocaust depicted in "The Day After" can and must be prevented. A Soviet nuclear attack on Lawrence, Kansas, or any other part of the Free World can be deterred by a strong U.S. defensive posture. We must continue your policy of building an adequate defense, and we believe you should tell this clearly and forcefully to the American people.

Sincerely yours,



Philip M. Crane, M.C.
Chairman

10/2
ID: 176096 CORRESPONDENCE TRACKING WORKSHEET
INCOMING CORRESPONDENCE DATE 831026 RECEIVED DATE 831028
(PREFIX) (FIRST) (LAST)
THE HONORABLE PHILIP M. CRANE
TITLE

PAGE D01

ORGANIZATION: U. S. HOUSE OF REPRESENTATIVES

STREET:

CITY: WASHINGTON
COUNTRY:

STATE: DC ZIP: 20515

SUBJECT: REQUESTS ACTION BE TAKEN TO COUNTER THE
IMPACT OF A PLANNED ABC BROADCAST OF A
FILM, "THE DAY AFTER"

AGY/OFF ACTION CODE TRACKING DATE
LADUBE ORG 831028

KD

A

831108

STAFF NAME: PRESIDENT REAGAN
COMMENTS:

MEDIA: L OPID: LW TYPE: IBA

CODES: REPORT INDIV: 1240

USER:

✓ NS Kimmett

DED

ER

C 831114

ER NSC 8308195

8195

176096

PR016-01

NSC/S PROFILE

UNCLASSIFIED

ID 8308195

RECEIVED 10 NOV 83 17

TO PRESIDENT

FROM CRANE, PHILLIP M

DOCDATE 26 OCT 83

DUBERSTEIN, K

08 NOV 83

KEYWORDS: MEDIA

CO

USSR

SUBJECT. LTR TO PRES FM THE REPUBLICAN STUDY COM RE THE MOVIE THE DAY
AFTER

ACTION: RECOMMENDATIONS TO NSC/S

DUE: 15 NOV 83 STATUS S FILES

FOR ACTION

FOR CONCURRENCE

FOR INFO

SIMS

LEHMAN, C

MATLOCK

LENCZOWSKI

COMMENTS: Marc, this is a little confusing, it comes to the NSC for a draft, yet the interim
reply appears to be sufficient? If a draft is required, which Agency should I
task to prepare it, State or ICA. *Shank*

REF# 176096

LOG

NSC IFID

(LB)

ACTION OFFICER (S)	ASSIGNED	ACTION REQUIRED	DUE	COPIES TO
	<i>C 11/14</i>	<i>No further action required</i> <i>Marc</i>		

DISPATCH

W/ATTCH FILE *WH* (C)

November 8, 1983

Dear Phil:

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Assistant to the President

The Honorable Philip M. Crane
Chairman
Republican Study Committee
House of Representatives
Washington, D.C. 20515

KMD:CMP:jid

cc: w/copy of inc, Bob Kimmitt - for DRAFT response
cc: w/copy of inc, Dave Gergen - FYI ✓

37-
KD

#176096

THE REPUBLICAN STUDY COMMITTEE

UNITED STATES HOUSE OF REPRESENTATIVES
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WASHINGTON, D.C. 20515
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October 26, 1983

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EXECUTIVE DIRECTOR
LAWRENCE B. SULC

STAFF COUNSEL
DAPHNE MILLER UBBEN

The President
The White House
1600 Pennsylvania Ave., N.W.
Washington, D.C. 20500

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We request that you take action immediately before the showing of "The Day After" to counter its impact. The unreasoning fear experienced by many Americans seeing the ABC program would be alleviated by a cogent and forceful explanation of our policies for preserving peace, and our frustration over Soviet intransigence at the bargaining table. In our opinion, this message should be set forth by you in a nationwide television speech. The nuclear holocaust depicted in "The Day After" can and must be prevented. A Soviet nuclear attack on Lawrence, Kansas, or any other part of the Free World can be deterred by a strong U.S. defensive posture. We must continue your policy of building an adequate defense, and we believe you should tell this clearly and forcefully to the American people.

Sincerely yours,



Philip M. Crane, M.C.
Chairman

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- ☐ O - OUTGOING
☐ H - INTERNAL
☐ I - INCOMING
 Date Correspondence
 Received (YY/MM/DD) 1/1/1

Name of Correspondent:

CRAIG

SPENCE

☐ MI Mail Report

User Codes: (A)

(B)

(C)

Subject:

Request for guidance re: Equal Time
 Ramifications of PBS Special on
 President's Trip to the Far East

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
WHOLL	ORIGINATOR	83/10/07		C 83/10/26
	Referral Note:			
WHAT 14	A/D	83/10/07		C 83/10/26
	Referral Note:			
WHFIEL	I	83/10/26		C 83/10/24
	Referral Note:	memo for the file Oct 26 83 David Walker memo for File		
	Referral Note:			
		1 1		1 1
	Referral Note:			

ACTION CODES:

A - Appropriate Action
 C - Comment/Recommendation
 D - Draft Response
 F - Furnish Fact Sheet
 to be used as Enclosure

I - Info Copy Only/No Action Necessary
 R - Direct Reply w/Copy
 S - For Signature
 X - Interim Reply

DISPOSITION CODES:

A - Answered
 B - Non-Special Referral
 C - Completed
 S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments:

Keep this worksheet attached to the original incoming letter.
 Send all routing updates to Central Reference (Room 75, OEOPB).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 0 Individual Codes: 1110
4620
 Prime Subject Code: PR 016-01 Secondary Subject Codes: UT 001-01 B400324
TR 084
PL

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C		Time:	P-
DSP		Time:	Media:

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

✓

THE WHITE HOUSE

WASHINGTON

October 26, 1983

FOR: FILE

FROM: DAVID B. WALLER *DBW*

SUBJECT: Request for Guidance re Equal Time
Ramifications of PBS Special on
President's Trip to the Far East

As discussed in my attached October 6, 1983 memorandum, Craig Spence, a political commentator on WRC Radio, called requesting guidance concerning a television program he and others intend to broadcast on PBS highlighting the President's trip to Peking. Mr. Spence sought advice regarding whether such a program would present equal time problems for PBS.

As agreed with Dick Hauser, I discussed generally the equal time obligations of 47 U.S.C. § 315 with Mr. Spence, and advised him that the statute proscribes neither the conduct of a network nor opposing candidates, but rather that of the licensee. I suggested that for further information, including oral staff opinions or rulings, he contact the Complaints and Compliance Division, Broadcast Bureau, FCC.

Mr. Spence was most appreciative of the advice and has not contacted us further.

cc: F. Fielding ✓

THE WHITE HOUSE

WASHINGTON

October 6, 1983

178352

FOR: FRED F. FIELDING
FROM: DAVID B. WALLER *DBW*
SUBJECT: Request for Guidance re Equal Time
Ramifications of PBS Special on
President's Trip to the Far East

Craig Spence, a political commentator on WRC Radio and an independent television producer who specializes in the Far East, called today regarding a program he has proposed in conjunction with Thomas Gherardi, former Vice President and General Counsel of the Corporation for Public Broadcasting, and David Osterlund, television producer. The program, which they intend to air on PBS, will be a one hour special highlighting the President's trip to Peking, with particular emphasis on the personal side of the visit, e.g., greetings by Chinese officials, state dinners, Mrs. Reagan's activities, etc.

Craig has asked for our advice regarding whether such a program would present equal time problems for PBS. Somehow the resolution of this issue is important to the progress of the proposal, and Spence has asked that, if possible, we provide guidance early next week.

Please staff this matter for the preparation of the requested guidance.

178848

1110

PRD16-01

PR011

BE003-04

411013-79

THE WHITE HOUSE
WASHINGTON

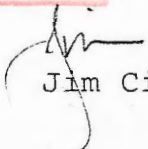
October 11, 1983

TO: KARNA SMALL

Attached is the original letter to
the President from Samm Pena. Would
you mind responding to this. (I
sent a copy of Pena's letter to you
earlier this morning attached to my
note re Marvin Selig.)

Thanks.

re: television series entitled,
"Bravissimo"


Jim Cicconi

Marvin Selig
Roger L. Cronoff

Enclosures filed in
Oversize Attachments #

8173

October 6, 1983

President Ronald Reagan
The White House
Washington, D.C.

Dear President Reagan,

I have followed all of the recent attention paid to your efforts to court the Hispanic voters. Despite the usual cynicism and contempt that the national media uses to portray your efforts, I feel your message is being heard. We want to help you.

My name is Samm Peña. I am the president of a Houston-based corporation, Bravo Productions. Bravo is the producer and creator of an exciting new television series called "BRAVISIMO". I have enclosed a current press packet and an exciting video to give you a feel for what "BRAVISIMO" is about.

"BRAVISIMO" is an unprecedented and pioneering effort in "Latino" television programming. It is initially a series of 10 one-hour entertainment specials. The series is hosted in English by former world welterweight champion, Carlos Palomino, and the beautiful Anacani, a regular on the Lawrence Welk Show for 10 years.

What really makes "BRAVISIMO" unique is how it has been received. We are currently on ABC in New York, Los Angeles, Chicago, San Francisco and six other ABC markets. We are on eighteen network affiliates and twenty five of the top thirty Hispanic priority markets (see market clearance sheet in press pack).

The productions feature the top Latin artists from all over the world, including Vicente Fernandez (the idol of Mexico) and Amanda Miguel of Argentina, whose one-hour special I have enclosed along with a demonstration tape descriptive of "BRAVISIMO".

The other unprecedented aspect of our project is the backing by corporate America. The Miller Brewing Company and Coca-Cola USA have each committed about half a million dollars to this pioneering venture. The U.S. Army and U.S. Coast Guard have both independently purchased time on "BRAVISIMO". It is the first time there has been such support for an American-produced Latin oriented program.

One of my partners in Bravo is Roger Aronoff. He shares my enthusiasm for you and in particular, we both heartily endorse your policy of telling the truth about Soviet intentions in world affairs. Roger

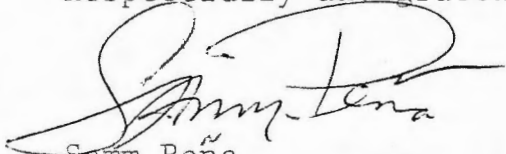


has written to you before as a columnist, requesting an interview for the Jewish Herald Voice, the oldest Jewish newspaper in the South. I have enclosed a couple of his articles reflecting his admiration and support for you. As you see, he accurately predicted that you would win more than 40 states in 1980.

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President Reagan, we would like to offer our expertise to help you effectively reach this market. Our genuine motive is that we feel it is of utmost importance for this country that you are re-elected. We won't be exploited toward that end, but we would certainly welcome the opportunity to find a mutually satisfactory way to create this good will. Perhaps a meeting could be arranged in the near future to work towards that goal.

Respectfully and gratefully,

A handwritten signature in cursive script, appearing to read "Samm Peña".

Samm Peña
President, Bravo Productions

enclosures

REAGAN'S MOMENT OF GLORY

By ROGER L. ARONOFF

The earth is holding its breath. The Middle East is at the brink of eruption. More nuclear weapons than ever are ready to explode.

But fortunately, there is the right man at the right time — Ronald Reagan. The man whom the American public intended to elect is finally emerging. He has, after all, the courage of his convictions.

As the guns have become silent in Lebanon, it is clear that in spite of the deafening roar, Reagan and Prime Minister Menahem Begin have been right. In destroying the power of the Palestine Liberation Organization, Israel has done a great service to peace and freedom. Lebanon, at one time the Middle East's only democracy besides Israel, has been liberated. The PLO, crushed and gouged, will scurry and try to return from the ashes. Hopefully, it will fail.

For what is the Palestine Liberation Organization? It is a gang of thugs, bankrolled by the Saudis, manufactured by the Soviets. They represent the dreams and aspirations of no displaced people. They are guns, Katyusha rockets fired at Israeli schools, bombs in marketplaces killing hundreds of innocent people.

They deserve to be wiped out, but that would be unwise politically. So instead, Begin must allow them to walk away with a morsel of dignity, to prevent martyrdom.

This war was over after a few days, in which time Israel had captured more than 500 Palestinian tanks, shot down about 80 Soviet-built MIGs (their ration for this war) and destroyed all 19 SAM-6 missile sites. Israel was prepared to stop fighting at any time after that.

The PLO chose to try an "Alamo" scenario. But they hid in civilian enclaves and villages and fired from behind women and children, hoping to bring the world's wrath down on Israel for

excessive brutality during retaliation.

The tragedy is for the Lebanese, Palestinian and Israeli civilian casualties and refugees from this war. They are the innocents who died or were left homeless because Yassir Arafat and his Soviet benefactors said, "Fight on". The number of civilian Lebanese killed by Israeli bullets and bombs were in the hundreds, not thousands. Certainly any loss is regrettable, but unavoidable.

It is to Reagan's honor that he backed Israel — alone as it turned



ROGER ARONOFF

out. He resisted the heat and went with his instincts. Israel's position of moral superiority has been sustained, not lost. Begin will again be willing to trade land for promises, with guarantees of peace.

So far, only Egypt has been willing to accept that proposition. Perhaps Camp David can now reach fruition, with a moderate Palestinian movement emerging to accept autonomy and give up arms. It is a lot to hope for, but it has never been more possible.

Since Camp David, the PLO has murdered more than a dozen moderate Palestinians seeking to emerge as alternative leadership for the Palestinian people. In describing the purpose and methods of the PLO, local Israeli Consul

David Zohar recently drew this analogy:

The PLO has been modeled after the Sudeten Liberation Organization, created by Hitler. That organization was falsely portrayed to the world as an oppressed, displaced German-speaking minority in Czechoslovakia.

The propaganda campaign was picked up by the West. Neville Chamberlain made a deal with Hitler to create the Sudetenland within Czechoslovakia. The result was betrayal and subjugation of Czechoslovakia by Germany, later to be handed over to the Soviets. History attempts to repeat itself.

There is great concern that the resignation of Al Haig as secretary of state and the subsequent appointment of George Shultz represent a tilt toward the Arab point of view. In fact, it shows that Reagan is "in charge" here.

I had suggested in this paper in March, 1981, that Al Haig would be the first to go from the Reagan Cabinet. It is true that Haig is a good friend of Israel's. But so is Reagan.

Their difference is fundamental. Haig believes that the Soviets can be persuaded to deal fairly. He's from the Kissinger school of *detente*. Reagan believes what he said in his first press conference, that the Soviets lie and cheat.

It appears that Reagan is becoming comfortable with the job, perhaps feeling blessed after surviving Hinckley, and is going to let Reagan be Reagan.

The Democrats do New York

By
Roger L. Aronoff



NEW YORK — Irony and discontent filled the venerable Madison Square Garden. The Democrats dutifully sent the Wonderboy of Plains — President Jimmy Carter — back out on the hustings to battle for his political life.

And if the enthusiasm that greeted him on the night of his acceptance speech is indicative of the support he will receive this fall from the faithful, an elected incumbent president will meet defeat for the first time in nearly half a century.

The open convention movement (more appropriately dubbed the "sore losers convention" by Robert Strauss) never got off the ground. It started and ended almost entirely with Kennedy delegates. It revealed the

extent to which these so-called reformers would twist a principle, which they were largely responsible for, to achieve their selfish ends.

They pretended that the delegates were chosen to this convention for their deliberative skills, rather than as proxies for nineteen million Democrats who had stated their preference either in primaries or in caucuses. And the news media largely played along, pretending that the gap was narrowing when the opposite was true.

After Kennedy's eloquent and emotional address to the convention, many of his delegates speculated: "If only he had made that speech sooner." Sore losers, plain and simple.

With uncomfortable resignation, the faithful must now go out

and support Jimmy. As Mickey Leland told me the morning after the nomination, "He's all we've got." Not a very comforting thought.

Carter took some abuse that even he didn't deserve. Kennedy got away with labeling him as tightfisted, because he, Sen. Edward Kennedy, supported a twelve billion jobs program that Carter saw as inflationary.

Now it's time for a few facts and figures. Though Jimmy doesn't have a New Deal or a Great Society, tight he is not. It was just 1962 when President John F. Kennedy had the nation's first hundred billion dollar national budget. During Gerald Ford's last year in office as president, 1976, the government spent 365 billions of taxpayers' dollars, and total federal spending in the fiscal year starting Oct. 1, 1980, will grow to 615 billion dollars.

It is just not fair to call Jimmy tight, or a clone of Ronald Reagan, Republican candidate for President. Carter has redefined big spender.

Maybe Kennedy can get elected in 1984 and have a chance to be the first trillion dollar president. He paved the way for that by choosing to join Jimmy on the podium in a halfhearted gesture of support, though I suspect his real motive was to remain acceptable to the party for that 1984 run.

The final insult to Carter was the coolness of his reception. Kennedy's thirteen hundred plus delegates nearly raised the roof for thirty-five minutes, pulling down about a nine on the Richter scale. Carter's nineteen hundred plus supporters could barely be heard.

The Democrats have spoken, and they go to battle behind a badly wounded general. I caution not to underestimate Carter's political skills.

It's difficult to underestimate his governing and leadership skills. But he has a remarkable record for winning elections.

If the cards break even, Reagan should win forty states or more. But if Reagan stumbles, Ford-like, which he is capable of doing, it could be a close race.

A dramatic world event, such as the one speculated upon by Arnaud de Borchgrave, might turn the election in Carter's favor.

De Borchgrave, Newsweek's chief foreign correspondent, suggests that a Soviet-backed coup in Iran could have the effect of getting the American hostages released while nullifying any chance of retaliation against Iran. This would force the U.S. to be grateful to the Russians, and allow Carter to celebrate his patience as a world leader.

That may seem remote, but considering KGB involvement in Iran, and Soviet perfidy, it is not unthinkable.

So pull up your chairs, and sit back for a very interesting two and a half months.

October 6, 1983

Mr. Jim Seconi
The White House West Wing
First Floor
Washington, D.C. 20500

Dear Jim,

In accordance with my discussions with Marvin Selig,
I am sending you the original and a copy of a letter
to President Reagan written by my partner, Samm Pena.

In addition, we are enclosing several tapes for your
perusal.

Thank you for your attention to this matter.

Very truly yours,

Roger L. Aronoff

RLA/hc

dictated but not read



PRODUCTIONS

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1717 East Loop South, #400/Houston, Texas 77029 (713) 671-2431, Telex 910 881 2763

October 6, 1983

President Ronald Reagan
The White House
Washington, D.C.

Dear President Reagan,

I have followed all of the recent attention paid to your efforts to court the Hispanic voters. Despite the usual cynicism and contempt that the national media uses to portray your efforts, I feel your message is being heard. We want to help you.

My name is Samm Peña. I am the president of a Houston-based corporation, Bravo Productions. Bravo is the producer and creator of an exciting new television series called "BRAVISIMO". I have enclosed a current press packet and an exciting video to give you a feel for what "BRAVISIMO" is about.

"BRAVISIMO" is an unprecedented and pioneering effort in "Latino" television programming. It is initially a series of 10 one-hour entertainment specials. The series is hosted in English by former world welterweight champion, Carlos Palomino, and the beautiful Anacani, a regular on the Lawrence Welk Show for 10 years.

What really makes "BRAVISIMO" unique is how it has been received. We are currently on ABC in New York, Los Angeles, Chicago, San Francisco and six other ABC markets. We are on eighteen network affiliates and twenty five of the top thirty Hispanic priority markets (see market clearance sheet in press pack).

The productions feature the top Latin artists from all over the world, including Vicente Fernandez (the idol of Mexico) and Amanda Miguel of Argentina, whose one-hour special I have enclosed along with a demonstration tape descriptive of "BRAVISIMO".

The other unprecedented aspect of our project is the backing by corporate America. The Miller Brewing Company and Coca-Cola USA have each committed about half a million dollars to this pioneering venture. The U.S. Army and U.S. Coast Guard have both independently purchased time on "BRAVISIMO". It is the first time there has been such support for an American-produced Latin oriented program.

One of my partners in Bravo is Roger Aronoff. He shares my enthusiasm for you and in particular, we both heartily endorse your policy of telling the truth about Soviet intentions in world affairs. Roger



P.O. Box 691233 / Los Angeles, California 90069 (213) 650-8361

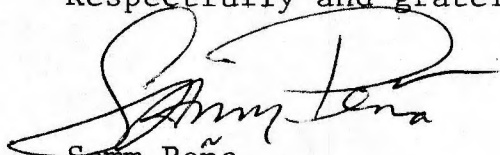
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President Reagan, we would like to offer our expertise to help you effectively reach this market. Our genuine motive is that we feel it is of utmost importance for this country that you are re-elected. We won't be exploited toward that end, but we would certainly welcome the opportunity to find a mutually satisfactory way to create this good will. Perhaps a meeting could be arranged in the near future to work towards that goal.

Respectfully and gratefully,

A handwritten signature in dark ink, appearing to read "Samm Peña". The signature is fluid and cursive, with a large initial "S" and a stylized "P".

Samm Peña
President, Bravo Productions

enclosures



PROCLAMATION

Bravisimo Day

WHEREAS, "BRAVISIMO", A NEW NATIONALLY SYNDICATED SERIES OF TELEVISION SPECIALS WILL BE THE FIRST SHOW TO PRESENT INTERNATIONAL LATIN SUPERSTARS AS WELL AS EMERGING LATIN TALENT; AND

WHEREAS, THE PRODUCERS OF "BRAVISIMO", ORO PRODUCTIONS, CREATED AND DEVELOPED BY PRODUCTIONS BRAVO, INC., ARE SEEKING TO BRIDGE THE CULTURAL GAP BETWEEN ANGLO AND LATIN AUDIENCES AND TO EMPHASIZE THE CULTURAL BONDS THAT UNITE LATIN PEOPLES AROUND THE WORLD; AND

WHEREAS, "BRAVISIMO" IS CO-HOSTED BY CARLOS PALOMINO AND ANACANI, TWO GIFTED PERFORMERS WHO HAVE DEMONSTRATED THEIR DEEP COMMITMENT TO THE WELFARE OF THE PEOPLE OF LOS ANGELES THROUGH PARTICIPATION IN NUMEROUS COMMUNITY-ORIENTED ACTIVITIES; AND

WHEREAS, KABC-TV VICE PRESIDENT AND GENERAL MANAGER TOM VAN AMBURG HAS, BY PRESENTING "BRAVISIMO" TO THE LOS ANGELES AUDIENCE, DEMONSTRATED AN AWARENESS OF THE IMPORTANCE OF THE HISPANIC MARKET IN THE CITY OF LOS ANGELES, AMONG THE MOST IMPORTANT LATIN CULTURAL CENTERS IN THE UNITED STATES; AND

WHEREAS, THE PARTICIPATION OF THE MILLER BREWING COMPANY OF MILWAUKEE, WISCONSIN AND COCA-COLA USA IN SPONSORING "BRAVISIMO" UNDERSCORES THOSE COMPANIES' DEEP INVOLVEMENT WITH AND COMMITMENT TO THE LATIN COMMUNITIES;

NOW, THEREFORE, I, TOM BRADLEY, MAYOR OF THE CITY OF LOS ANGELES ON BEHALF OF ITS CITIZENS, DO HEREBY PROCLAIM JUNE 12, 1983 AS "BRAVISIMO DAY"; AND

FURTHER, I CONGRATULATE KABC-TV AND ORO PRODUCTIONS ON THEIR INNOVATIVE PROGRAMMING IDEAS AND WISH THEM CONTINUED SUCCESS IN ALL FUTURE ENDEAVORS.

FOUNDED 1781

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Tom Bradley
MAYOR

BRAVISIMO MARKET CLEARANCE

MARKET	STATION/AFFIL	DAY	MONTH	DATE	TIME
New York, NY	WABC-TV-7 (ABC)	Saturday	July	2	3:00 pm
Los Angeles, CA	KABC-TV-7 (ABC)	Sunday	June	12	3:00 pm
San Antonio, TX	KMOL-TV-4 (NBC)	Saturday	July	16	6:00 pm
Miami, FLA	WDZL-TV-39 (IND)	Sunday	June	19	8:00 pm
San Francisco, CA	KGO-TV-7 (ABC)	Saturday	July		11:45 pm
Chicago, ILL	WLS-TV-7 (ABC)	Friday	Oct.	28	12:00 mid.
Harlingen, TX	KGBT-TV-4 (CBS)	Saturday	June	18	6:00 pm
El Paso, TX	KVIA-TV-7 (ABC)	Saturday	July	16	11:45 pm
Alb/Santa Fe, NM	KOAT-TV-7 (ABC)	Sunday	July	17	1:30 pm
Houston, TX	KPRC-TV-2 (NBC)	Saturday	July	2	4:00 pm
Phoenix, AZ	KTVK-TV-3 (ABC)	Sunday	June	26	10:30 pm
Fresno, CA	KSEE-TV-24 (NBC)	Sunday	June	26	3:00 pm
Corpus Christi, TX	KRIS-TV-6 (NBC)	Sunday	June	19	6:00 pm
San Diego, CA	KUSI-TV-51 (IND)	Saturday	June	18	4:30 pm
Sacramento, CA	KTXL-TV-40 (IND)	Sunday	June	19	11:00 pm
Denver, CO	KDVR-TV-31 (IND)	Sunday	July	24	7:00 pm
Tuscon, AZ	KVOA-TV-4 (NBC)	Saturday	July	2	3:00 pm
Laredo, TX	KGNS-TV-8 (ABC/NBC)	Sunday	June	26	6:00 pm
Salinas, CA	KSWB-TV-8 (NBC)	Sunday	June	19	4:00 pm
Dallas, TX	KTWS-TV-27-(IND)	Friday	June	17	6:00 pm
Yuma/El Centro, CA	KEYY-TV-9 (ABC/CBS)	Saturday	July	16	3:30 pm
Palm Springs, CA	KESQ-TV-42 (ABC)	Saturday	July	2	12:30 pm
Atlanta, GA	WVEU-TV-69 (IND)	Sunday	June	26	1:00 pm
Mt. Vernon, ILL	WCEE-TV-13 (IND)	Sunday	July	24	7:00 pm
Hartford, CONN	WHCT-TV-18 (IND)	Saturday	Sept.		7:00 pm



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ANACANI and CARLOS PALOMINO
co-hosts of

BRAVISIMO

PRA



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ANACANI and CARLOS PALOMINO
co-hosts of

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Productions

LOS ANGELES TIMES
WEEKLY LISTINGS JUNE 12 • JUNE 18, 1983

TELEVISION TIMES

Inside:
listings for

12

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Bravisimó
Latin entertainment
takes the stage



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Isela
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Star is
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Bravisimo TV Show
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Fernando Allende, Anacani,
Paul Rodriguez, Los Lobos
and Carlos Palomino

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JUNIOR GONZALES • Naturalmente • JMS 602 Series 0798



LARRY HARLOW • Yo Soy Latino • JM 607 Series 0798

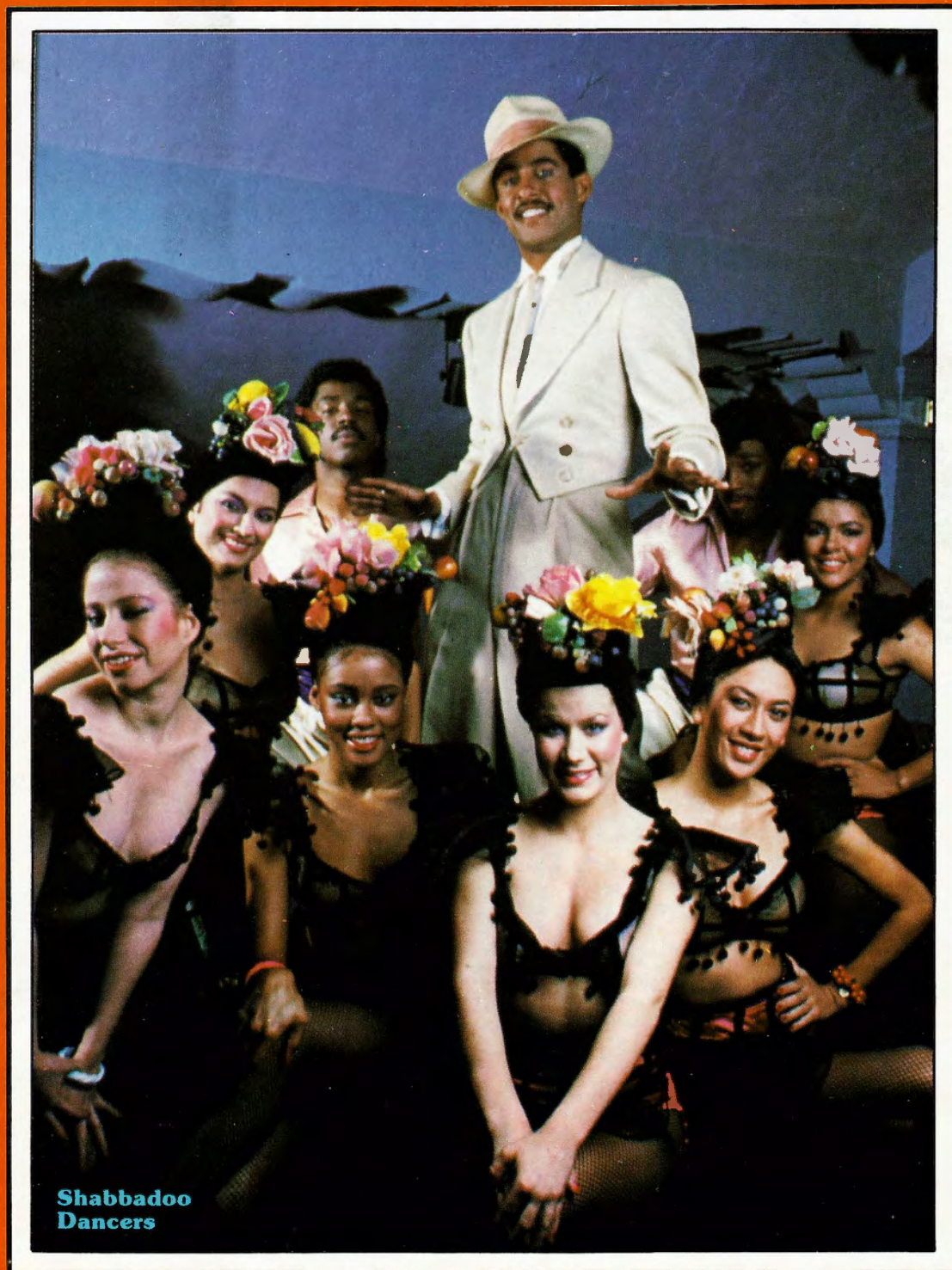
ASK FOR THEM TODAY

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Coca-Cola
and ORO Productions launch
BRAVISIMO



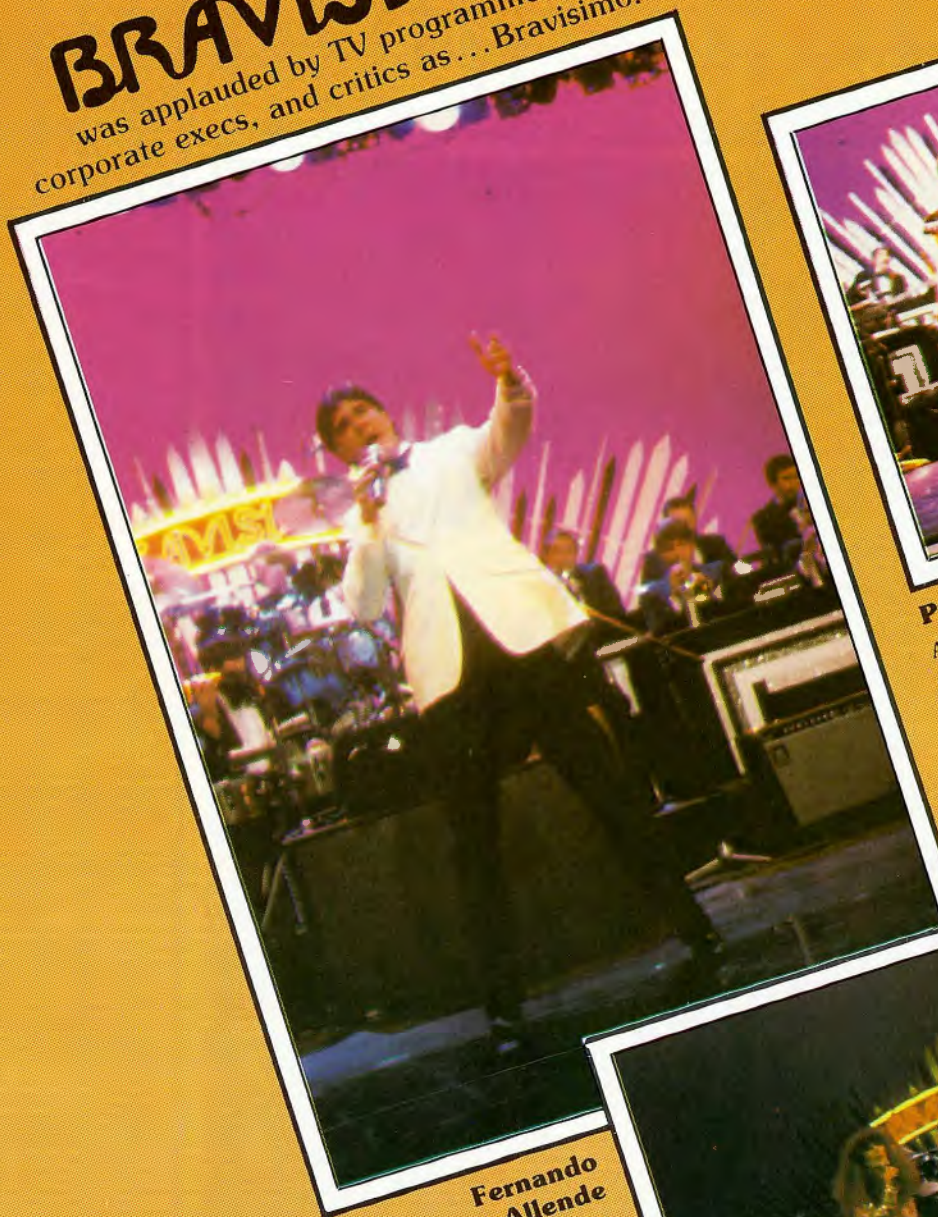
**Shabbadoo
Dancers**

A Nationally Syndicated Latino Television Series

At the Palace
in Hollywood,
the premier of

BRAVISIMO

was applauded by TV programmers,
corporate execs, and critics as... Bravisimo!



Fernando Allende

Since his motion picture debut in 1967, this strikingly handsome romantic idol has become the top box office attraction in Latin countries throughout the world. After a starring role with Joanne Woodward in "The Streets of Los Angeles," he was signed as a regular on NBC's "Flamingo Road," appearing with Morgan Fairchild. With Bravisimo, he performed a duet with Anacani, as well as other show-stopping numbers.



Paul Rodriguez

A special brand of East L.A. humor made this comedian perfect for Bravisimo's premier night. Ever since his appearance as the series' funnyman, Paul has been in hot demand with offers for TV pilots and bookings.



Amanda Miguel

Marked by a fiery, emotional intensity, this Argentine songstress is a compelling, magnetic stage performer, captivating audiences north and south of the border. The sensual singer was the surprise hit of the evening when she belted out a stirring rendition of Coca-Cola's famous theme song, "Coke lo es... Coke Is It."

Anacani

Singer Anacani was born in Mexico and raised in sunny Southern California — the perfect background for a Bravisimo hostess. Dedicated to a career in singing, Anacani has toured the entire North American continent, with regular appearances in Las Vegas. The demure performer is fresh from a 10-year stint with the Lawrence Welk show.



Yomo Toro

"El jibarito de la Salsa" represented Latin New York's unique Salsa sound on Bravisimo. The rotund, smiling performer was an instant favorite with the Palace audience, which fell in love with his "tipico" Puerto Rican rhythms.



Carlos Palomino

When this tall, dark, and handsome undefeated world boxing champion entered the Palace on the arm of four attractive escorts, he flashed a devilish smile and said, "and they wonder why I left boxing!"

BRAVISIMO is the first American entertainment series for television to feature Latin artists of international acclaim. The series, produced by Oro Productions, establishes a precedent as a major Hispanic television venture that attracts mass audience appeal with major corporate sponsorship from Coca-Cola.

Bravisimo is a confirmation of the cultural and economic significance of the Latino in today's American society.

The emphasis of Bravisimo is music — the common denominator. From unique and exciting cultural events, to spectacular "live" concerts, Bravisimo captures the provocative in Latin entertainment in a format marked by production excellence and technical innovation.

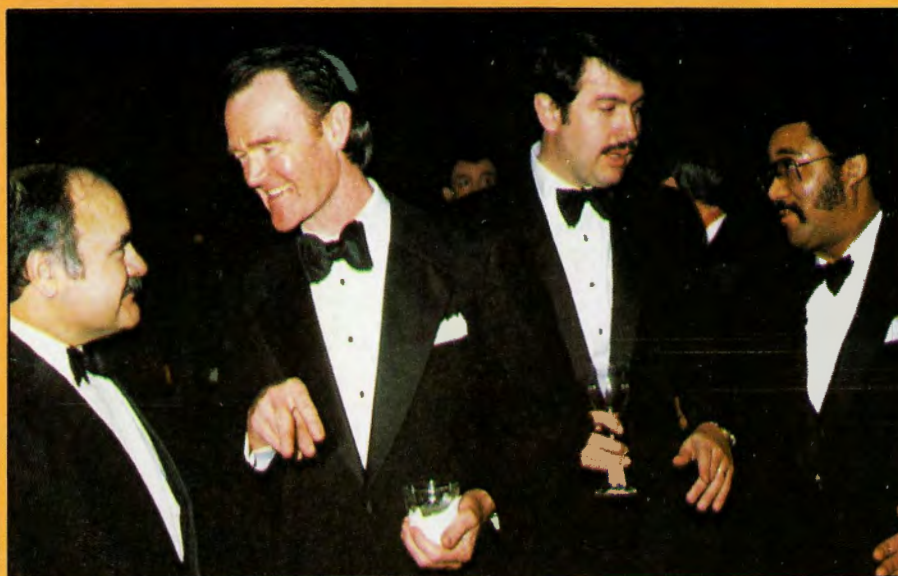
Bravisimo will be aired by major television stations such as KABC in Los Angeles.



Los Lobos

This East L.A. group has been together for nine years. Their success has extended beyond the Latin community of Los Angeles, receiving the overwhelming acceptance of Hollywood's Mainstream youth. Their unique handling of cross-over rockabilly music still retains an unmistakably Latin flair.

Bravisimo Behind the Scenes



Corporate input: (l-r) Tony Bonilla of LULAC with Coca-Cola president Brian Dyson, and Coke managers Ricardo Amundsen Bueno (Hispanic Consumer Mkts.) and Chuck Morrison (Black Consumer Mkts.). (Right:) Actress sports caster Jayne Kennedy and Herve "Tattoo" Villechaize of "Fantasy Island," were two of the celebrities applauding Bravisimo.

The rich full sound of the Bravisimo Latin orchestra with Eddie Cano at the helm, the Shabbadoo Dancers, and the sensuous Anacani immediately set the pace for what everyone would later describe as the most sophisticated, classy, and elegant Latino production they'd ever seen.

Followed by the ballads of Fernando Allende, the musicianship of Yomo Toro, the wit of Paul Rodriguez, Los Lobos' contemporary rhythms, and the sensational Amanda Miguel's closing (the dazzling rendition of "Coke Is It"), the February 8th Bravisimo premier taping became a memorable evening for the elegantly attired crowd of executives and celebrities.

The importance of the evening was not so much that Latinos could produce a top quality show mainstream America could appreciate and enjoy, but that it had major corporate backing from the start.

Richard Amundsen, the Coca-Cola exec who helped kick-off the project from the start, said: "Music expresses the culture of Hispanics, and we are proud to present this spectrum of family entertainment to American television."

So important was this first step that LULAC (League of United Latin American Citizens) presented Coca-Cola and Columbia Pictures with special awards for their involvement.

LULAC's president, Tony Bonilla, stressed the importance of corporate America opening the doors of opportunity to Hispanics.

Seymour Friedman, vice president at



Seymour Friedman, Senior Vice-Pres. and Exec. Production Manager of Columbia Pictures Television: "I am more pleased with the results...all we did was help point in the right direction."

ORO PRODUCTIONS

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(713) 671-2431, Telex: TWX 910 881 2763

FRANK S. GOLDBERG, Executive Producer
SAMM PENA, Producer/Director
ROBERT J. ARMBAND, Producer
JOE HERNANDEZ, Associate Producer
ROGER ARNOFF, Associate Producer
ALFREDO BEJAR, Associate Producer
LEO MORALES, Video Coordinator
IZZY SANABRIA, Writer

Columbia, commented: "We at Columbia like to think the doors are open to Hispanics—in front, as well as behind, the cameras...and we intend to do even more in the future."

Jose Hernandez (associate producer and long time advocate of community participation in media), commented, "Years ago, we kept telling corporate heads that Latinos were very important in their bottom line figures. They listened, but only continued to take advantage of us."

On the other hand, Mr. Brian Dyson, president of Coca-Cola U.S.A., was candid in stating, "Latinos are major and faithful consumers of Coca-Cola, and I certainly hope they continue to be so...our company could be criticized for not having done more sooner, but better late than never."

Dyson further stated: "Our participation should be a lead-in to corporate America, but I swear that even if others don't, I and my other respected colleagues at Coca-Cola are totally committed to events and efforts of this nature (Bravisimo). This is only a part of our total program. We believe in what we're doing and will always be in the vanguard...Coca-Cola is dedicated, as a company, to paying its social rent."

Addressing the attending executives, Latin N.Y. publisher Izzy Sanabria stated, "If you really liked the show, sponsor it, and advise others to do likewise."

As comedian Paul Rodriguez said, "I've been drinking Coke for years...this is like getting residuals, now!" ★

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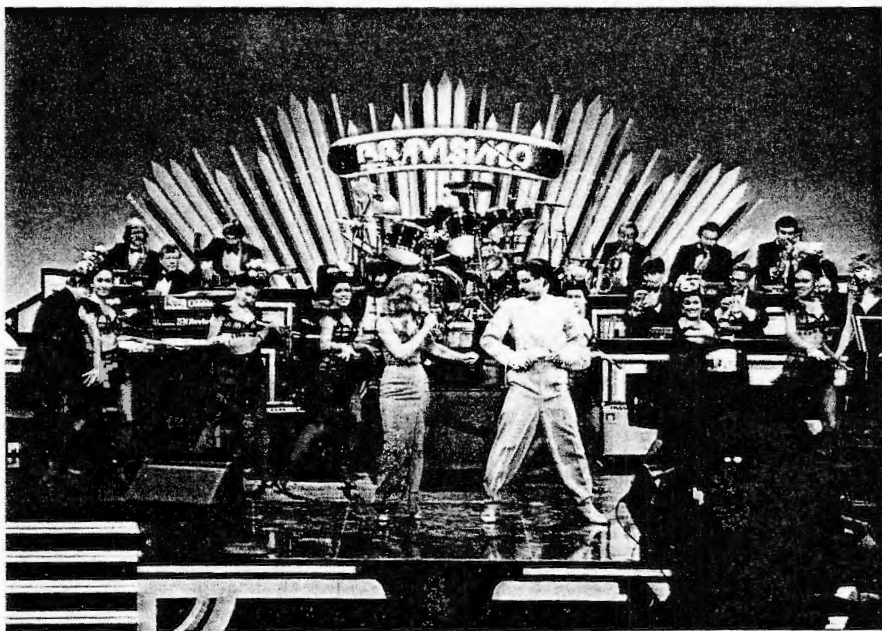
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Que Fumar Cigarrillos Es Peligroso Para Su Salud.

© Philip Morris Inc. 1983

The Hispanic market represents over \$50 billion annually in purchasing power, here are some unique ways to tap this lucrative market segment.



The fast paced opening number set the stage for what everyone would later describe as the classiest Latino production they'd seen.

Bravisimo! Coca-Cola pumps over \$250,000 into Nationally Syndicated TV Show

Coca-Cola's sponsorship of the recently launched "Bravisimo" television series, marks a precedent as the first major production introducing Hispanic superstars to mainstream America.

The recent premiere taping of the series was held in Hollywood before a star studded gala evening attended by corporate executives.

Among those present was Mr. Brian Dyson, president of Coca-Cola USA, who said, "Our participation should be a lead-in to corporate America, but I swear that even if others don't, I and my other respected colleagues at Coca-Cola are totally committed to events and efforts of this nature.... This is only a part of our total program. We believe in what we're doing and will always be in the vanguard.... Coca-Cola is dedicated, as a company, to paying its social rent."

Richard Amundsen, Coca-Cola's manager for the Hispanic Consumer Market, who helped kick off the com-

pany's participation in this project from the start, commented: "Music expresses the culture of Hispanics, and we are proud to present this spectrum of family entertainment to American television."

Bravisimo's marketing goal to reach a broad Hispanic audience explains the use of both Anglo and Hispanic television stations for the airing of their programs, i.e., Channel 47 in New York and some ABC affiliates.

Coca-Cola sees the benefits of sponsoring this as a viable advertising alternative for reaching Hispanics on a nationwide level. Their financial support and the technical assistance given by Columbia Pictures recently applauded by LULAC (League of United Latin American Citizens) with a special award.

Seymour Friedman, Columbia Pictures vice president, commented: "At Columbia...the doors are open to Hispanics—in front, as well as behind, the cameras...and we intend to do more in the future."

U.S. HISPANIC AFFAIRS

Inside Corporate America
March/April, 1983
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REVISTA MENSUAL DE INTERES GENERAL

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La leyenda de la Yerba Mate

Parte II

Por Enrique Zayas

Pag. 28



Anacani y Carlos Palomino



PROCLAMATION

Bravisimo Day

WHEREAS, "BRAVISIMO", A NEW NATIONALLY SYNDICATED SERIES OF TELEVISION SPECIALS WILL BE THE FIRST SHOW TO PRESENT INTERNATIONAL LATIN SUPERSTARS AS WELL AS EMERGING LATIN TALENT, AND

WHEREAS, THE PRODUCERS OF "BRAVISIMO", ORO PRODUCTIONS, CREATED AND DEVELOPED BY PRODUCTIONS BRAVO, INC., ARE SEEKING TO BRIDGE THE CULTURAL GAP BETWEEN ANGLO AND LATIN AUDIENCES AND TO EMPHASIZE THE CULTURAL BONDS THAT UNITE LATIN PEOPLES AROUND THE WORLD, AND

WHEREAS, "BRAVISIMO" IS CO-HOSTED BY CARLOS PALOMINO AND ANACANI, TWO GIFTED PERFORMERS WHO HAVE DEMONSTRATED THEIR DEEP COMMITMENT TO THE WELFARE OF THE PEOPLE OF LOS ANGELES THROUGH PARTICIPATION IN NUMEROUS COMMUNITY-ORIENTED ACTIVITIES, AND

WHEREAS, KABC-TV VICE PRESIDENT AND GENERAL MANAGER TOM VAN AMBURG HAS, BY PRESENTING "BRAVISIMO" TO THE LOS ANGELES AUDIENCE, DEMONSTRATED AN AWARENESS OF THE IMPORTANCE OF THE HISPANIC MARKET IN THE CITY OF LOS ANGELES, AMONG THE MOST IMPORTANT LATIN CULTURAL CENTERS IN THE UNITED STATES; AND

WHEREAS, THE PARTICIPATION OF THE MILLER BREWING COMPANY OF MILWAUKEE, WISCONSIN AND COCA-COLA USA IN SPONSORING "BRAVISIMO" UNDERSCORES THOSE COMPANIES' DEEP INVOLVEMENT WITH AND COMMITMENT TO THE LATIN COMMUNITIES;

NOW, THEREFORE, I, TOM BRADLEY, MAYOR OF THE CITY OF LOS ANGELES ON BEHALF OF ITS CITIZENS, DO HEREBY PROCLAIM JUNE 12, 1983 AS "BRAVISIMO DAY", AND

FURTHER, I CONGRATULATE KABC-TV AND ORO PRODUCTIONS ON THEIR INNOVATIVE PROGRAMMING IDEAS AND WISH THEM CONTINUED SUCCESS IN ALL FUTURE ENDEAVORS.

Tom Bradley
MAYOR

**MILLER • COCA COLA LOS LATINOS LES DECIMOS
¡ GRACIAS! y... BRAVISIMO**

Pag. 4

EL SUEÑO DE SAMUEL PEÑA

Jorge A. Elias

Conducido por Anacani y Carlos Palomino, se estrenó Bravisimo, único show en su tipo, al mostrar el talento Latino, en INGLES, para todo el mundo en USA. Amanda Miguel, Fernando Allende, Yomo Toro, Vicente Fernández son artistas que le dan



Carlos Palomino, Raúl Román (Asistente Manager de Miller) Anacani, Fernando Allende (Super actor Mexicano, Estrella invitada de Bravisimo) y el consejero Administrativo del Mayor de Los Angeles, Art Gastelum.

marco y base a la idea de Sam Peña, productor de Bravisimo.

Por supuesto que Sam Peña no está solo. Nombres como Robert J. Armand, Frank S. Goldberg, de una mano cerrada en un puño de esfuerzo, de trabajo, de lucha, de ganas de hacer cosas importantes.

No fué fácil. Nada es fácil.

Querían hacer un show diferente. Algo distinto. Un espectáculo como para gritarle al mundo: Aquí

Es hora que los ejecutivos de las grandes corporaciones se den cuenta de una vez por todas que existimos, que aquí estamos, y que somos una mezcla, honesta, inteligente, valedera, orgullosa de nuestra estirpe de nuestra herencia y con la capacidad de asimilación de esta otra cultura también honesta, inteligente, valedera y orgullosa, en que vivimos en estos Estados Unidos de Norte América.



Carlos Palomino y Jorge Elias, momentos antes de comenzar la cobertura de esta fiesta de gala, para Canal 7 de Bs. As. Argentina.

estamos, podemos hacer cosas lindas. Este es el orgullo de ser Latino. Y lo han logrado. Por ello aquí va nuestro aplauso, nuestra cooperación y nuestro saludo también en alto, gritándoles Bravisimo!

Y cuidado con todos aquellos que se opusieron y se oponen aún hoy a la idea.

Cuidado con aquellos que pensaron que al Latino solo se le podía llegar a través del Español y de Canal 34.

Cuidado con aquellas Agencias de Publicidad que negaron sus clientes a esta empresa nueva sana y honesta de hacer cosas Latinas como siempre debieron ser hechas.

Miller Brewin Company de Milwaukee y Coca-Cola USA, fueron los pioneros en creer y confiar en un proyecto de esta naturaleza. Pero no son los únicos. Para ellos nuestras gracias, nuestro BRAVISIMO, por identificarse con nosotros. Por ayudarnos a mostrar quiénes somos, de donde venimos y a donde queremos llegar.

Por eso Oro Productions, por eso Sam Peña, GRACIAS, y Dios proteja el caballo que montan para salvar los obstáculos que intereses creados y MIEDOS reinantes arrojan a vuestro paso. No es fácil. Nada es fácil. Ustedes lo saben. Nosotros también.

Coca-Cola

CELEBRATES

La Guía

de TV en español

DEL 12 AL 18 DE JUNIO DE 1983



BRAVISIMO

TELEVISION SERIES

SUNDAY JUNE 12 · 3:00 P.M.

KABC-TV CH. 7



BRAVISIMO

La primer serie con auténtico sabor latino de KABC Canal 7



Ritmo, talento, alegría, belleza y cadencia del firmamento estelar hispanoamericano en la esplendorosa nueva serie musical que se estrena este domingo por KABC-Canal 7. A base de su brillante creatividad y dedicados esfuerzos, Samm Peña, productor y director de este programa, ha hecho de este sueño una fastuosa realidad. En la foto vemos a Adolfo "Shaba Doo" Quiñonez bailando con Anacani.

La KABC-Canal 7 de televisión se engalana este domingo 12 de junio a las 3 de la tarde, con el estreno de la nueva serie de variedades musicales "Bravisimo", una realización magnífica tanto en el elenco artístico como en la calidad técnica.

Los animadores son nada menos que la encantadora Anacani y el sensacional Carlos Palomino, presentando a destacadas personalidades del vasto ámbito artístico latino. En este deslumbrante debut, el teleauditorio podrá disfrutar con la melodiosa voz de Anacani, la destreza del bailarín "Shaba Doo" y la grata participación de Fernando Allende, Eddie Cano y Yomo Toro. Estrellas tales como Vicente Fernández, el

gran talento musical del grupo "Tierra" con lo mejor de su cadencioso repertorio, el famoso humorista Paul Rodríguez, el versátil grupo "Los Lobos" y la argentina Amanda Miguel, serán presentados en



programas sucesivos de esta serie; mezclados con eventos como "Fiesta en Pomona", rodeo espectacular entre charros mexicanos y vaqueros norteamericanos. La parte musical es el común denominador de esta novedosa

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Directed by DEAN CONLEY Screenplay by EDUARDO GONZALEZ Produced by EDUARDO GONZALEZ
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serie, considerada como la única producción estadounidense que presenta por primera vez a grandes estrellas hispanoamericanas, bajo el patrocinio de Miller Bruin Co. de Milwaukee, WI., y Coca Cola U.S.A. Además, "Bravisimo"

será difundida a través de 25 estaciones de T.V., tanto las afiliadas a las grandes redes, como las independientes. Así se cumple un sueño dorado de Samm Peña, que con Hernández Jr., lo están viendo realizado.

Sueño en el cual también brindaron su invaluable colaboración: **Frank S. Goldberg**, productor ejecutivo; **Robert J. Armband**, productor y **Roger Aronoff** y **Alfredo Béjar**, productores asociados. Felicitaciones y ¡Adelante!

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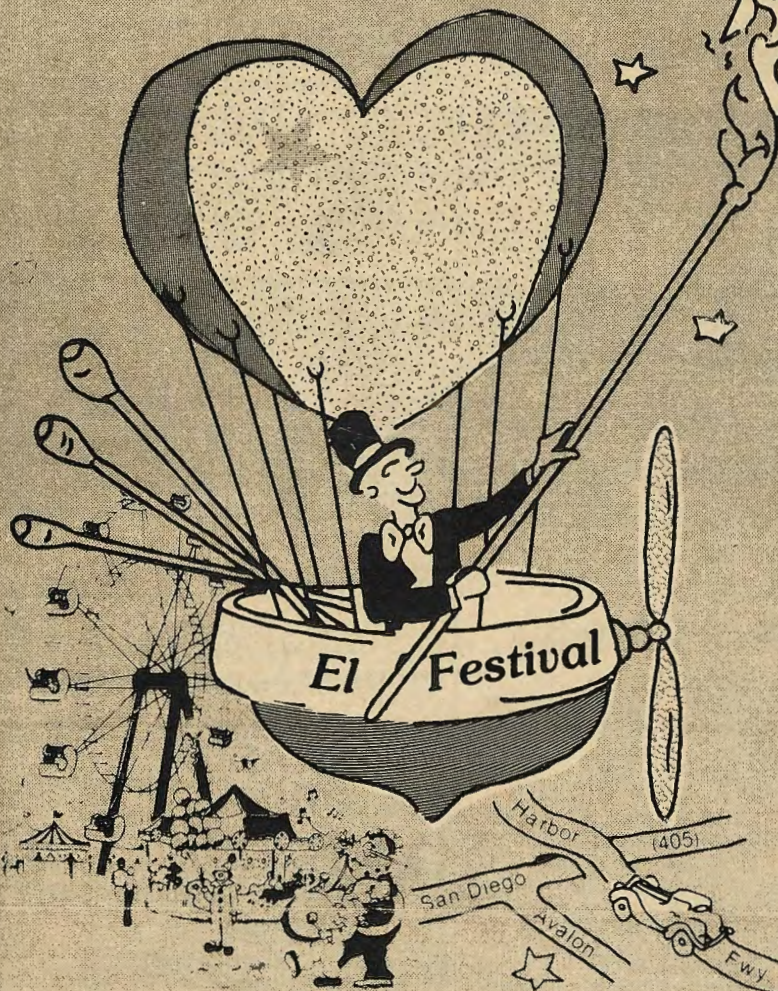
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Acción Deportiva



Domingo

4 CAMPEONATO DE TENIS CLUB REINA 10:00 A.M.

Torneo masculino en su faceta final, desde Londres, Inglaterra.

GALAVISION 10:00 A.M.

"Momentos Deportivos"

7 FUTBOL USFL 10:30 A.M.

34 COPA JUVENIL F.I.F.A. 10:45 A.M.
Campeonato Mundial de Fútbol Juvenil que se lleva a cabo en México. Cuarta Final.

2 GOLF CLASICO WESTCHESTER 11:00 A.M.

Ronda final presentada desde el Country Club Westchester en Rye, NY.

11 BEISBOL DE LA LIGA MAYOR 11:00 A.M.

Los Angeles vs. Cincinnati

4 CAMPEONATO LPGA 11:30 A.M.

Ronda final de este prestigiado torneo de golf en que Nancy López encabeza la lista de los candidatos al premio de \$30,000. Transmitido desde el Centro Deportivo Jack Nicklaus en Kings Islands, OHIO.

34 COPA JUVENIL F.I.F.A. 1:00 P.M.

Campeonato Mundial de Fútbol Juvenil que se lleva a cabo en México.

2 DEPORTES DOMINICALES CBS 1:30 P.M.

7 EL DEPORTISTA AMERICANO 1:45 P.M.

4 EL MUNDO DE LOS DEPORTES 3:30 P.M.

Campeonato Internacional Femenino de Levantamiento de Pesas; Campeonato Mundial Masculino de Surfing Profesional.

GALAVISION 3:30 P.M.

"Corridas de Toros"

34 ROUND CERO 4:00 P.M.

Programa deportivo producido en la ciudad de México.

- 5 PAGINA DEPORTIVA 10:45 P.M.
- 34 SIN-ESIS DEPORTIVA 11:00 P.M.
- 2 RESUMEN FINAL DEPORTIVO 11:30 P.M.

Lunes

7 BEISBOL DE LA LIGA MAYOR 6:00 P.M.

Los equipos serán anunciados.

Miércoles

34 CAMPEONATO MUNDIAL JUVENIL F.I.F.A. 1983 3:45 P.M.

Semi-Finales de Fútbol.

34 CAMPEONATO MUNDIAL JUVENIL F.I.F.A. 1983 6:45 P.M.

Semi-Finales de Fútbol.

GALAVISION 9:30 P.M.

"Boxeo de México"

Jueves

7 TORNEO ABIERTO DE GOLF 11:30 P.M.

Eventos sobresalientes.

Viernes

7 FUTBOL USFL 6:00 P.M.

Los equipos serán anunciados.

Sábado

9 CAMPEONATO DE RODEO 7:30AM

Presentando las superestrellas del rodeo.

7 ESTA SEMANA EN BEISBOL 7:30 A.M.

9 LUCHA LIBRE 9:30 A.M.

4 BEISBOL DE LA LIGA MAYOR 10:00

Oakland vs. Chicago White Sox.

5 BEISBOL DE LA LIGA MAYOR 10:00 A.M.

California vs. Toronto

7 CAMPEONATO ABIERTO DE GOLF U.S. 11:30 A.M.

Cobertura de la tercera ronda presentada desde el Oakmont Country Club, Oakmont, PA. (4 hrs.)

4 BEISBOL DE LA LIGA MAYOR 1:00 P.M.

Atlanta vs. San Francisco, o Cincinnati vs. Los Angeles.

34 LUCHA LIBRE 1:30 P.M.

Lo mejor de lucha libre con Santiago Mena.

34 FUTBOL INTERNACIONAL 2:00 P.M.

2 DEPORTES SABATINOS CBS 3:00 P.M.

Este programa presenta la pelea a diez rounds entre Gerry Cooney y Phillips Brown y el encuentro a doce rounds campeonato peso pluma entre Andy Ganigan y Jimmy Paul. (2 hrs)

28 DEPORTES DE AMERICA 3:00 P.M.

"Las Leyendas del Tenis" Con el anfitrión Ralph Jon Fritz.

7 REVISTA USFL 3:30 P.m.

4 DEPORTES CON AL MCGUIRE 3:30 P.M.

7 GRANDIOSAS LEYENDAS DEPORTIVAS 4:00 P.M.

2 CAMINO A LOS ANGELES 5:00 PM

34 CAMPEONATO INTERNACIONAL DE FUTBOL JUVENIL F.I.F.A. 1983 5:45 P.M.

7 LATIDO DEPORTIVO ABC 6:00 P.M.

GALAVISION 8:00 P.M.

"Boxeo de México"

5 PAGINA DEPORTIVA 10:45 P.M.

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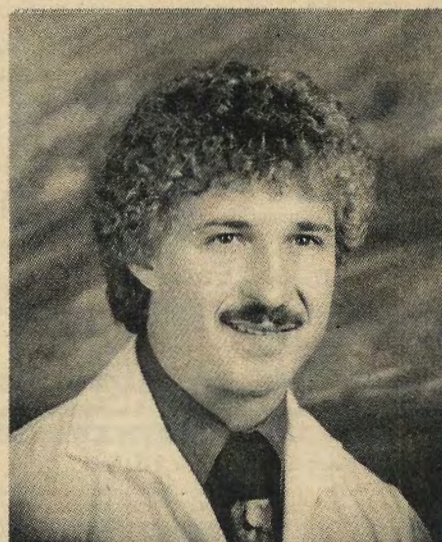
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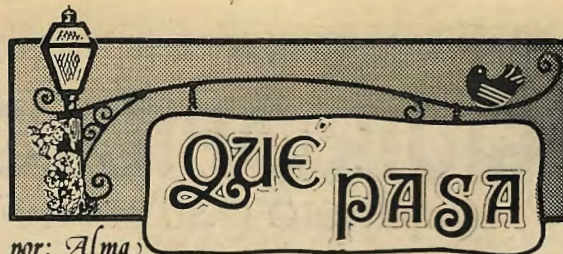
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por: Alma

NOVEDADES EN T.V.:

Este miércoles 15 a las 10 de la noche, la NBC-Canal 4 transmitirá en vivo y desde Nueva York, el debut de un simpático programa llamado "The News is The News", que semana a semana

presentará las noticias más importantes del momento, pero de forma cómica y divertida (un poco al estilo de "Saturday Night Live").

Charlotte Moore es una de las diversas estrellas que colaboran en este novedoso programa que -según sus creadores- lo único que hace es salpicar de ingenio y carcajadas los eventos políticos que los noticieros, supuestamente serios, presentan de forma incompleta y con matices melodramáticos para influenciar a la opinión



Charlotte Moore

pública a favor de maniobras gubernamentales en su mayoría muy cuestionables....

Y, ¿qué hay de nuevo en T.V. para la próxima temporada? Quizá sería mejor preguntar ¿qué hay de viejo? El antiguo adagio de que "no hay nada nuevo bajo el sol" le queda como anillo al dedo a las series que debutarán este verano en que se nos viene una avalancha de programas

De Marzo 21 a Abril 20 ARIES

Obtendrá las máximas ventajas en cada acción que tienda a una consolidación económica real. Evite el tomar compromisos hacia terceros. Cuidado. Hermosa etapa para la vida de la pareja y del amor. Habrá una transformación interior ideal para disipar recuerdos desagradables.

De Abril 21 a Mayo 21 TAURO

Ciclo de grandes ventajas, desprovisto de preocupaciones materiales y venturoso para iniciar nuevas actividades hasta ahora postergadas. En dinero se aconseja prudencia. Lapso decisivo para las cuestiones de amor y los sentimientos. Tendrá que revisar su conducta.

De Mayo 22 a Junio 21 GEMINIS

Ventajas importantes en su lugar de trabajo. Podrá realizar con éxito operaciones algo arriesgadas. Enfrente problemas, no se deje llevar por temores. ¡Atención! Hallará los mejores momentos para efectuar determinaciones sentimentales o asuntos ligados al hogar.

De Junio 22 a Julio 22 CANCER

Excepcional ciclo para la actividad, el estudio y también todo aquello que se relaciona al dinero. Dudas acerca de nuevas propuestas, analicelas cuidadosamente. En amor, podrían surgir disgustos por impulsividad y nervios. Se aconseja actuar prudentemente y con tacto.

De Julio 23 a Agosto 22 LEO

Tendrá que armarse de paciencia para resolver cualquier problema de tipo económico o laboral. Evite nervios y apresuramientos. Los encuentros violentos con la pareja, deben ser evitados, pues éstos acarrearán situaciones desagradables y hasta rupturas definitivas.

De Agosto 23 a Sept. 22 VIRGO

Tendrá éxitos y satisfacciones en el plano del corazón. Con esto podrá consolidar mucho más sus vínculos sentimentales. Oportunidad de llevar a cabo planes pendientes. En trabajo, dinero, se superan preocupaciones y se posibilitan avances inesperados. ¡Adelante!

De Sept. 23 a Octubre 22 LIBRA

Combata la intolerancia y el pesimismo, puesto que restan la posibilidad de alegría y felicidad que el corazón anhela obtener. Su inteligencia y capacidad le posibilitan éxitos y triunfos tanto en el trabajo como en los proyectos llevados a la práctica. Suerte en dinero.

De Octubre 23 a Nov. 22 ESCORPION

Las perspectivas laborales serán positivas y las condiciones anímicas le permitirán enfrentar tareas nuevas obteniendo progresos y satisfacciones personales. Notará éxito con el sexo opuesto y alegría por los acontecimientos felices que le tocará vivir.

De Nov. 23 a Dic. 21 SAGITARIO

Etapa muy propicia para emprender tareas nuevas, o bien hacer reformas en las actuales. En cambio, para el dinero es aconsejable actuar prudentemente. Amor y pareja, hallan posibilidades de concretar sueños postergados. Si han padecido frustraciones, ciclo de recuperación.

De Dic. 22 a Enero 20 CAPRICORNIO

Propio para la actividad, la profesión y los estudios. No habrá nada que temer, por lo tanto no vacile ante las nuevas proposiciones de trabajo. Sentimientos y pareja, logran estabilizarse armónicamente, se superan desavenencias y sinsabores. Sorpresas.

De enero 21 a Feb 19 ACUARIO

Existe buena fortuna para el amor, el matrimonio y el noviazgo. Hechos felices y gran comprensión permiten una mayor esperanza en el corazón. Etapa promisoría para el trabajo, como así también para las inversiones. Compras de importancia deben analizarse a fondo.

De Feb. 20 a Marzo 22 PISCIS

Su accionar organizado y parejo en el terreno laboral le permitirá alcanzar éxitos y merecimientos personales. Las inversiones se esperan favorables. Inquietudes, confusiones en el plano del amor. Habrá que mantenerse prudente y mostrar serenidad.

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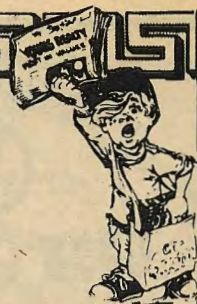


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**\$49,950 CONTINUE PAGOS
O ACUERDOS FHA-VA
LUCE DE MARAVILLA
PERO PRECISA COMPOSTURAS**

No. 22619- Admire esta linda casa de 3 recámaras, situada en un enorme terreno bardeado y en un área muy bonita cerca de escuelas y comercios. Los veteranos pueden adquirirla sin enganche. El comprador FHA sólo paga \$1,100 de enganche, pero si puede dar \$12,000 de pago inicial, entonces puede asumir el existente préstamo FHA de \$36,540 Y MENSUALIDADES PITI de \$406. Llame hoy mismo y véala.

**\$55,000 ACUERDOS FHA-VA
INTERES FIJO DEL 11 1/2 %
A 30 AÑOS DE PLAZO
SOLO \$1,300 DE ENGANCHE**

No. 50591- Excelente casa de 3 recámaras, 1 1/4 baños, en un terreno con espacio para alberca, cerca de escuelas y comercios. Este hogar está en muy buenas condiciones, con calefacción y garage doble. Llame e incluya esta en su lista de compras para este fin de semana.

**\$55,000 ACUERDOS FHA-VA
\$1,300 DE ENGANCHE/203L
\$4,650 DE ENGANCHE/F245-3
SIN ENG. PARA VETERANOS**

No. 50613- Aprecie lo valioso de esta oportunidad para adquirir esta casa de 4 recámaras, 1 1/4 baños, en un enorme terreno bardeado cerca de escuelas y comercios. Nuevo alfombrado de pared a pared, cortinas, hogar chimenea en tabique, calefacción, garage doble, patio cubierto y recientemente pintada. ¡Apresúrese a comprarla!

**\$57,000
CONTINUE LOS PAGOS
ASUMA PRESTAMO
FHA AL 9 1/2 %
PAGOS DE SOLO \$450 PITI**

No. 50533- Bonito hogar familiar de 4 recámaras, 1 1/2 baños, situado en linda área, en un enorme lote cerca de escuelas y comercios. Habitación familiar separada, adorable hogar chimenea, calefacción, cocina campestre con empotrados, garage doble y... todo esto puede ser suyo con únicamente \$12,000 en efectivo al préstamo existente. Llame hoy y ¡cómprala!

**\$58,500 ACUERDOS FHA-VA
SIN ENGANCHE PARA VETS
FHA-\$1,500 DE ENGANCHE**

No. 50621- Primorosa casa familiar de 3 recámaras, 1 1/4 baños, en excelente condición. Terreno con espacio para alberca, espaciosas recámaras, alfombrado de pared a pared, cocina con gabinetes nuevos. Convenientemente ubicada, sistema de calefacción, garage doble y es toda una ganga. Llame hoy y venga a verla.

**\$57,500 ACUERDOS FHA-VA
4 RECAMARAS!
★ ÚNICAMENTE \$1,450
DE ENGANCHE ★**

No. 50522- Super encantadora casa en gigantesco terreno bardeado cerca de escuelas y tiendas. Consta de 4 recámaras, 1 1/4 baños, hogar chimenea, calefacción y aire acondicionado. Garage doble, cobertizo, 3 árboles frutales, patio, bar equipado y los veteranos pueden comprarla sin enganche. Llame hoy y pida mayores detalles.

**\$59,950 ACUERDOS FHA-VA
SOLO \$1,550 DE ENGANCHE
"EXTRA FABULOSA"**

No. 50532- Lindísima casa familiar de 4 recámaras, 1 1/4 baños, situada en una bonita área cerca de escuelas y comercios. El terreno tiene espacio para alberca y total arquitectura del paisaje. Espaciosas recámaras, alfombrado de pared a pared, adorable hogar chimenea de ladrillos, enorme cocina familiar, patio, construcción de estuco y bellos trabajos de jardinería. Llame hoy y haga los arreglos para verla.

**\$59,950 FACILIDADES FHA-VA
O CONTINUE PAGOS VA
O ASUMA MENSUALIDADES DE
\$371 (PITI)**

No. 43562- Elegante casa doble familiar, 3 recámaras, 1 1/4 baños, con otra suite familiar adaptada para vivir con miembros de la familia extras (juntos pero no revueltos). En agradable área muy conveniente, cerca de escuelas y comercios, enorme terreno bardeado. Jardín lateral grande y bastante estacionamiento rodeado de barda, reja corrediza en hierro forjado. Ud. podría asumir el existente préstamo VA de \$34,500 con aprox. \$23,000 de enganche o podría conseguir un nuevo préstamo FHA por sólo \$1,550 de enganche. Llame hoy y véala.

**\$60,000 ACUERDOS FHA-VA
SOLO \$1,550 DE ENGANCHE
¡CON 4 RECAMARAS!**

No. 50534- Casa familiar de ensueño con 4 recámaras, 3 1/4 baños, situada en un terreno bardeado grande, bonita área cerca de escuelas y comercios. Hermoso hogar chimenea de ladrillos, calefacción, cocina campestre con empotrados, patio, garage doble y preciosa arquitectura del paisaje. Llame hoy y venga a verla este fin de semana.

**\$62,950 ACUERDOS FHA-VA
★ ALBERCA CRISTALINA ★
4 RECAMARAS**

No. 43611- Vea esta espaciosa casa familiar de 4 recámaras, 1 1/4 baños, gigantesco terreno bardeado en agradable área cerca de buenas escuelas y comercios. Amplia alberca con área recreativa, alfombrado de pared a pared, patio y mucho más. Llame hoy para mayores detalles.

**\$64,950
CONTINUE PAGOS ACTUALES O
CONSIGA FACILIDADES FHA-VA**

No. 50560- Muy, muy bonita y conveniente es esta casa familiar de 4 recámaras, 1 1/4 baños, en un terreno bardeado, con lugar para alberca, cerca de escuelas y comercios. Alfombrado de pared a pared, cortinas, cocina campestre con empotrados, adorable hogar chimenea, sistema de calefacción central, garage doble y con bellísima arquitectura del paisaje. Podría adquirirla con aprox. \$10,000 de enganche, los veteranos pueden solicitar el nuevo préstamo a 30 años con interés fijo y sin enganche. Los compradores FHA podrían procurar un nuevo préstamo FHA por \$1,750 de enganche.

**\$69,950 HAGA SU OFERTA
ÁREA DE TERRACE CITY
ENGANCHITO DEL 5%**

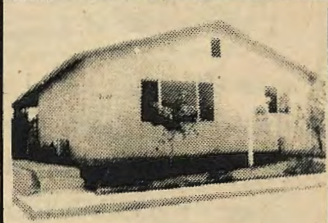
No. 18620- Lindo hogar de 2 pisos con vista panorámica, en bonita área residencial tranquila. Recámaras King Size, 1 1/4 baños, cocina familiar grande, alfombras, cortinas, pisos que no necesitan encerado, abundancia de closets, garage separado. Necesita algunas leves composturas, pero tiene póliza de protección residencial por un año. Increíble oportunidad, llame y véala.

**\$72,000 • 6 RECAMARAS
★ REFRESCANTE ALBERCA ★**

No. 50553- ¿Necesita más espacio? Entonces vea esta bella y grande casa familiar de 6 recámaras, 1 1/4 baños, 2,100 pies cuadrados, alberca en amplio lote con barda de tabique. Cerca de tiendas y escuelas, recámara matrimonial King Size, alfombrado de pared a pared, hogar chimenea, cocina familiar, calefacción, patio cubierto y si usted está vendiendo su casa actual, quizá le convendría asumir el existente pago FHA que tiene esta propiedad. Llame hoy y véala.

**\$75,000 CONTINUE LOS PAGOS
DE SOLO \$483 AL MES
ASUMIENDO EL ACTUAL
PRESTAMO FHA**

No. 70582- ¿Ha estado buscando una casa de calidad en una bonita zona de Whittier? Entonces este fin de semana venga a ver esta fantástica casa estilo español de dos recámaras. Muy bien construida, pisos de sólida madera bajo el alfombrado de pared a pared, enorme comedor formal, cortinas, encantador hogar chimenea, cocina campestre, gabinetes en madera de abedul, muchos azulejos, barra desayunador. Lindo estilo arquitectónico con fachada de arco español, estuco y azulejo; techo nuevo, insulación, amplio terreno bardeado y árboles frutales, fabulosa zona residencial, a unos cuantos pasos de escuela, iglesia y mercado. Aproximadamente \$22,000 de enganche para asumir, o también puede procurar un nuevo préstamo con 5% ó 10% de enganche. ¡Llame hoy mismo!



**\$75,000 ACUERDOS FHA-VA
CONSTRUIDA EN 1978
EN WHITTIER
\$2,150 ENGANCHE FHA
SIN ENG. PARA VETERANOS**

No. 70617- Preciosa casa familiar de 2 recámaras, 1 1/4 baños, situada en bonita área de Whittier cerca de buenas escuelas y comercios, comedor, elegante alfombrado de pared a pared, cortinas, calefacción, 1,060 pies cuadrados, garage doble, zona PUD, cerca del área de Green Belt; garage con puerta automática. Ya ha sido evaluada. Apresúrese y llame de inmediato.



**\$79,950 FACILIDADES FHA-VA
SOLO \$2,300 DE ENGANCHE
BELLO HOGAR**

No. 33585- Super bonita casa familiar de 3 recámaras, 1 1/4 baños, situada en una bonita zona cerca de todo: escuelas, parques y centro comercial. Alfombrado renovado, cortinas, calefacción, aire acondicionado, patio, garage doble y muchas amenidades. Llame hoy y véala este fin de semana.



**\$81,900
CONSTRUIDA EN 1978
FACILIDADES FHA-VA
SIN ENGANCHE PARA VETS
\$2,700 DE ENGANCHE FHA**

No. 22512- Super hermosa casa ejecutivo Jr. en flamante área cerca de escuelas y comercios. Terreno muy grande y bardeado, 3 espaciosas recámaras, 2 baños completos, habitación familiar, lindo hogar chimenea, aire acondicionado y calefacción central. Cocina familiar con empotrados de gas y lavadora de platos, patio, garage doble y bonita arquitectura del paisaje. Podría conseguir el existente préstamo FHA al 11 1/2% por sólo \$11,725 si lo desea. Llame hoy y véala este fin de semana.



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Abierto de Lunes a Sábado de 10:00 AM a 7:00 PM

Que Pasa continúa
tipo década 1960: mar-
cianos, brujas, genios,
caballos y carros parla-
chines. Para algunos
ésto fue lo más
imaginativo en T.V., para
otros fue lo máximo en



"El Equipo A"

video-idiotez. Por ejem-
plo "El Equipo A" es una
caricaturesca versión de
"Misión Imposible"; para
complacer hasta cierto
punto a las minorías étni-
cas, "Mod Squad" es
ahora "Renegados" con
algunos cuantos miem-
bros extras de grupos
minoritarios.
"Mi Bella Genio" ha
vuelto a nacer en la ABC
con "Just Our Luck"
acerca de un
meteorólogo de
televisión (los

astronautas ya no son
famosos) que se encuen-
tra ¡adivinen! un frasco
con un genio adentro,
sólo que hermosuras
como **Barbara Eden** ya
no parecen ser
populares pues este
genio es un negro de
2,000 años de edad que
se muere de ganas por
divertirse en la
"liberada" década ac-
tual. ¿Se acuerdan de Mr.
Ed, el caballo parla-
chín? bien, pues la NBC
lo ha convertido en un
orangután que no
solamente puede hablar
sino que (a falta de per-
sonal dotado con in-
teligencia para tomar
decisiones racionales en
la presidencia), nuestro
mono "Mr. Smith" se
convierte en consejero
del gobierno nor-
teamericano. Aquí entre

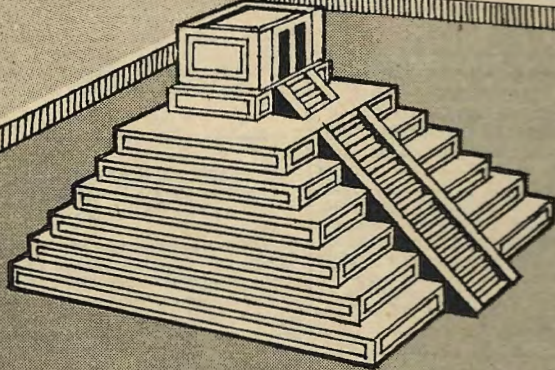


Barbara Eden

nos, se dice que todo arte
(por mediocre que sea)
generalmente refleja la
gente y los eventos, las
pasiones y la situación
política de la época en
que surge. Por lo tanto
se deduce que "Mr.
Smith" llegará en breve a
las minipantallas para
cumplir con su cometido
histórico ante la nación
estadounidense.
Además de esa futura
joyita, la NBC-TV prepara
"Jennifer durmió aquí"
estelarizada por Ann
Jillian como el
glameroso fantasma de
una estrella
cinematográfica ya
fallecida, que deambula
por la residencia de una
familia ¿El Fantasma y
Mrs. Muir"? No, "El Fan-
tasma y Miss Monroe".
Para seguir con fan-
tasmás de antiguas
series, los naufragos no
se quedaron atrás, sólo
que ahora son siete
nativos de los Mares del
Sur cuya balsa encalla
en la cosmopolita isla de
Manhattan en Nueva
York.
No cabe duda que esta
temporada de nuevos
programas nos traerá un
sinfin de sen-
saciones...dêjà vu.

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SALSAS

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Domingo

12 de junio de 1983

MAÑANA

6:00

- 2 CAPITAN CANGURO-Infantil
- 5 MUSICA Y LA PALABRA HABLADA
- 7 DIMENSIONES
- 9 LA JUVENTUD Y LOS PUNTOS DE CONTROVERSIAS
- 11 NOTICIAS CNN
- 13 AULA DE JUEGOS-Infantil

6:30

- 2 LA RELIGION ACTUAL
- 4 SERENDIPITY-Infantil
- 5 ROBERT SCHULLER DESDE LA CATEDRAL DE CRISTAL-Religión
- 7 EL ARTE DE LAS AGUJAS
- 9 LOS JUBILADOS
- 11 EXPRESESE

7:00

- 2 SENDEROS DE FE-Religión
- 4 ES GATO-Infantil
- 5 LA PANDILLA INFANTIL-Película
- 7 DISFRUTANDO DE LA JARDINERIA
- 11 DIA DE DESCUBRIMIENTO

13 KARNAVAL DE KARICATURAS

28 YOGA PARA LA SALUD

34 LA BUENA VIBRA
Programa de ejercicios con sus anfitriones Stefanie y Fitó Girón.

7:30

- 2 SENDEROS DE FE-Religión
- 4 LOS BEISBOLISTAS Lecciones de Beisbol
- 7 GENTE DEL 7
- 11 JIMMY SWAGGART-Religión
- 23 EL BARRIO DEL SR. ROGERS-Infantil
- 34 NUESTRA FAMILIA

8:00

- 2 MAÑANA DOMINICAL
- 4 ASI ES LA VIDA-Religión
- 5 POPEYE Y SUS AMIGOS-Charicaturas
- 7 LOS ANGELES A.M.
- 9 JOHN LLOYD OLGIVIE-Religión
- 13 MUÑEQUITOS DEL DOMINGO CON TOM Y JERRY-Charicaturas
- 23 PLAZA SESAMO-Infantil
- 34 PRESENTACION DE JIMMY SWAGGART

8:30

- 4 ODISEA
Programa religioso mostrando las regiones más pobres del mundo.

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hasta junio 18

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hasta junio 18

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mañana Domingo

Continuación

- 9 REUNION EN EL CALVARIO-Religión
11 LA FE CRECIENTE-Religión

9:00

- 4 SU EDAD DE ORO
7 DIRECCIONES
9 ORAL ROBERTS-

Religión

- 28 PLAZA SESAMO-Infantil

- 34 CLUB PTL

9:30

- 2 FRENTE A LA NACION

- 4 CONOZCA A LA PRENSA
7 ESTA SEMANA CON DAVID BRINKLEY

Programa matutino informativo que analiza las noticias de más relevancia, entrevista a los reporteros y presenta un resumen al final del programa.

- 9 DIA DE DESCUBRIMIENTO
11 EL MUNDO DEL MAÑANA

10:00

- 2 LO ULTIMO DEL REINO SALVAJE
4 CAMPEONATO DE TENIS CLUB REINA

Torneo masculino en su faceta final, desde Londres, Inglaterra. (90 min.)



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Por favor llámenos de lunes a sábado de 9AM a 9pm

(213) 665-0688 y 660-6500

- 5 FESTIVAL FILMICO FAMILIAR

"El regreso del Supercarro"

- 9 HERALDO DE LA VERDAD-Religión

- 11 REX HUMBARD-Religión

- 13 DOMINGO DIVERTIDO CON LA PANTERA ROSA

- 28 LOS LEGISLADORES

Reportaje de los legisladores en cuanto a las actividades semanales del Congreso.

- 34 FANTASTICO ANIMAL GALAVISION

"Momentos Deportivos"

10:30

- 2 EXPLORADORES-Documental

- 7 FUTBOL USFL

- 9 ROBERT SCHULLER-Religión

- 11 JERRY FALWELL-Religión

- 28 EN TERRENO UNIVERSITARIO

George Fenneman presenta este enfoque semanal sobre la gente y eventos en universidades y colegios.

10:45

- 34 COPA JUVENIL FIFA Campeonato Mundial de Fútbol Juvenil que se lleva a cabo en México. Cuarta Final.

11:00

- 2 GOLF CLASICO WESTCHESTER

Ronda final presentada desde el Country Club Westchester en Rye, N.Y. (2 1/2 hrs.)

- 11 BEISBOL DE LA LIGA MAYOR

- Los Angeles vs. Cincinnati

- 13 PELICULA

(Comedia) "George!" 1970. Marshal Thompson. Historia de un despreocupado soltero, su novia y un perro lanudo que quiere probar que un San Bernardo no siempre es un angelito.

- 28 OBRAS MAESTRAS DEL TEATRO

"Hijos y Amantes" Paul y Miriam se van alejando el uno del otro pues él sabe que no puede ofrecer todo el amor que ella necesita y, en cuanto Paul conoce a la sensual Clara, se olvida por completo de su afecto por Miriam.

11:30

- 4 CAMPEONATO LPGA

Ronda final de este prestigiado torneo de golf en que Nancy López encabezaba la lista de los candidatos al premio de \$30,000. Transmitedo desde el Centro Deportivo Jack Nicklaus en Kings Islands, Ohio. (2 hrs.)

- 9 TERRY COLE WHITTAKER-Religión

TARDE
12:00

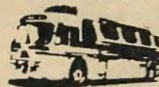
- 5 LOS TRES CHIFLADOS-Cómico

- 9 BUSQUEDA-Religión

- 28 LAS OBRAS DE SHAKESPEARE

"La Guerra de las Rosas" En siete segmentos semanales.

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se presenta a los mismos actores protagonizando a las mismas figuras históricas a través de los cuatro dramas: "Henry VI" (1era, 2da y 3era) partes), así como "Richard III". Hoy vemos como el enexperto Henry VI falla al tratar de calmar las disputas de sus nobles y se casa con Margaret de Anjou, secretamente controlada por el astuto Duque de Suffolk.

12:30

- 9 EL MUNDO DE LOS ANIMALES SALVAJES

1:00

- 5 LOS MUNSTER-

- 9 HEE HAW-Musical

- 13 ADAM 12-Aventuras

- 34 COPA JUVENIL FIFA Campeonato Mundial de Fútbol Juvenil que se lleva a cabo en México.

1:30

- 2 DEPORTES DOMINICALES CBS

- 4 CHARLA FOTOGRAFICA

Con el doctor y psicólogo Norman Seeff, quien ahora se dedica a la fotografía.

- 5 LA TROPA F-Comedia

- 13 ADAM 12-Aventuras

- 28 REPORTAJE DEL CONGRESO

1:45

- 7 EL DEPORTISTA AMERICANO

2:00

- 4 DOMINGOS-Variaciones

- 5 LA ISLA DE GILLIGAN-Comedia

- 9 PELICULA

(Aventura) "La Máscara de Sheba" 1969. Walter Pidgeon, Inger Stevens. Un equipo de antropólogos penetran en la densa selva africana en busca de los miembros de un safari y una valiosa estatua de oro.

- 11 PELICULA

(Drama) "Tinieblas Infantiles" 1963. Judy Garland, Burt Lancaster. El sicológico superintendente de un sanatorio para menores retrasados mentales. Intenta

CONTINUA

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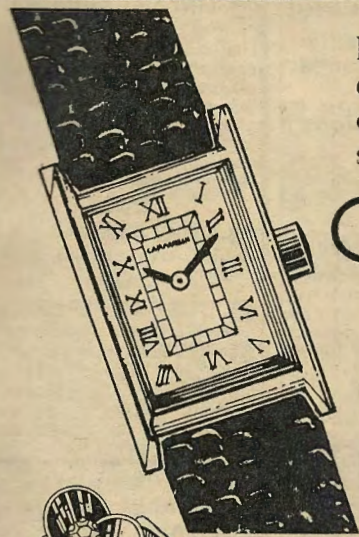
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Para ellos la ocasión es muy especial . . .

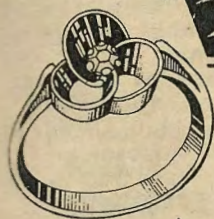
Así también deberán ser sus regalos.



CARAVELLE
by BULOVA

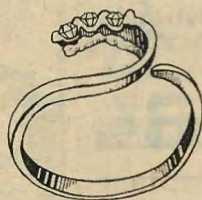
\$44⁹⁵

Bonito regalo para la estudiante recién graduada. 17 joyas, números grandes y extensible de cuero!

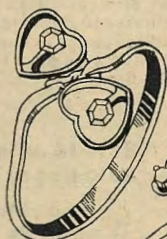


A
\$75

A. Hermoso anillo le compromiso con diseño de flor en medio. B. Estilo de tres diamantes . . .

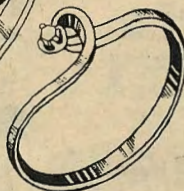


B
\$90



C
\$70

único. C. Dos corazones . . . símbolo de nuestro amor, a ella le encantará. D. Un diamante, simple; aún hermoso. Use sus convenientes plazos de crédito!



D
\$48

SEIKO

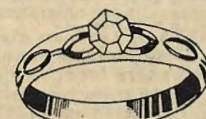
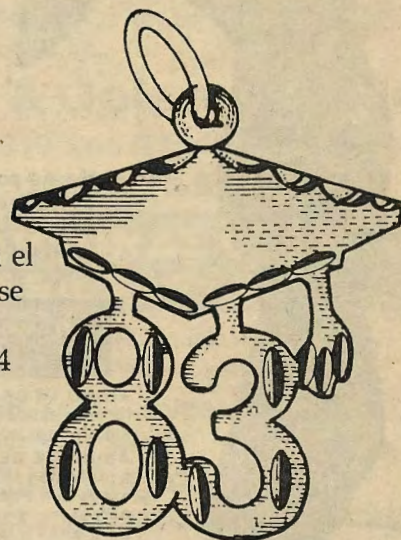


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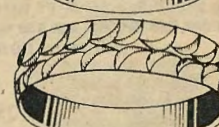
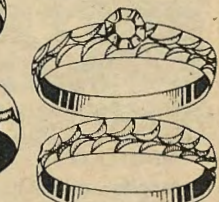
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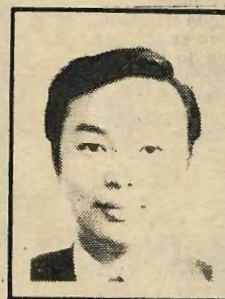
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Domingo

Continuación

crear nuevos métodos de entrenamiento.

13 PELICULA

(Biografía) "Historia de McConnell" 1955. Alan Ladd, June Allyson. Vida de un piloto de pruebas aéreas que murió durante un vuelo de prueba.

28 LINEA AL FRENTE

"Por el bienestar de todos" Historia de la creación y destrucción de un parque nacional de Ohio, un acto que puso al descubierto la gran distancia que existe entre lo que el gobierno dice en contraste con lo que realmente hace.

2:30

5 LA ISLA DE GILLIGAN-Comedia

3:00

2 DOS CON USTED

Comentarios con Ana Bernal

5 PELICULA

(Musical) "Marco" 1973. Desi Arnaz Jr., Zero Mostel. Historia de los viajes de Marco Polo a través de China.

7 BRAVISIMO

Estreno de esta sensacional serie de variedades musicales con sabor latino.

- ★ Fernando Allende ★
- ★ Anacani ★
- ★ "Haba Doo" ★
- ★ Eddie Cano ★
- ★ Yomi Toro ★
- ★ Carlos Palomino ★



28 PRESENTE!

★ La Canción Romántica ★
La popular cantante Raquel Ortiz. Interpreta románticas baladas y boleros, además de rendirle homenaje a la compositora latinoamericana Silvia Rexach.

34 VISITANDO LAS ESTRELLAS.

Con Hector Carrillo.

3:30

2 HACIENDO NOTICIAS

CONTINUA

Domingo

Continuación

EL MUNDO DE LOS DEPORTES

Campeonato Internacional Femenino de Levantamiento de Pesas: Campeonato Mundial Masculino de Surfing Profesional.

REPORTAJE DESDE EL INTERIOR

Con Hodding Carter examinando sucesos actuales y la forma en que son presentados al pueblo americano.

EMBAJADORES DE LA MUSICA

Programa musical presentando la música y el folklore de Colombia.

GALAVISION

"Corridos de Toros"

4:00

2 PELICULA

(Drama) "Asesinato o Acto de Misericordia" 1974. Bradford Dillman, Denver Pyle. Un abogado jubilado asiste a su hijo en la defensa de un doctor acusado de haberle puesto fin a la vida de su incurable esposa.

7 EN EL CINE

9 CINE MACABRO DE ELVIRA

"Los Horrores de Dunwich" 1970. Sandra Dee, Dean Stockwell. Un hombre adormece a una estudiante para sacrificarla a los espíritus.

11 FUNCION DOBLE

"Puños de Dinamita" La lucha de un joven por convertirse en boxeador famoso. "Las Beldades de Baxter" Exóticos shows musicales para la pantalla.

13 PELICULA

(Bélica) "Bombarderos B52" 1957. Natalie Wood, Karl Malden. Un sargento que detesta a su oficial superior, corteja a la hija de éste pero el oficial lo envía en peligrosa misión secreta.

28 SEMANA EN WALL STREET

Con comentarios de Stan Winston, uno de los más destacados técnicos de Wall Street.

34 ROUND CERO

Programa deportivo producido en la ciudad de México.

4:15

34 PARA GENTE GRANDE

En vivo desde México. Ricardo Rocha es el anfitrión de este programa ganador del premio Emmy.

4:30

7 HOLLYWOOD DE CERCA

28 RESEÑA SEMANAL DE WASHINGTON

Paul Duke y los mejores reporteros de Washington analizando las noticias de la semana.

5:00

4 LA VIDA AL AIRE LIBRE

2 FRENTE A LA NACION

5 LAVERNE, SHIRLEY Y CIA-Comedia

7 NOTICIAS ABC

28 LINEA DE FUEGO-

Con William F. Buckley

5:30

2 NOTICIAS CBS

4 NOTICIAS NBC

5 LAVERNE, SHIRLEY Y CIA-Comedia

7 NOTICIAS-

Donaldson

GALAVISION

"Siempre en Domingo"

NOCHE

6:00

2 NOTICIAS-

Murphy

7 NOTICIAS-

Alison y Dandridge

5 PELICULA

(Ciencia ficción) "Viaje al Fondo del Mar" 1961. Walter Pidgeon, Joan Fontaine. Un submarino atómico experimental descubre que una banda de radiación rodea al planeta.

7 EL TRIBUNAL DE LA GENTE

9 ESOS ASOMBROSOS ANIMALES-

Con Priscilla Presley

11 PELICULA

(Romance) "La Hija de Nephtuno" 1949. Ricardo Montalban, Esther Williams. Una fabricante de trajes de baño se involucra con el masajista de un equipo de polo.

13 PELICULA

(Oeste) "Otoño Cheyene" 1964. Richard Widmark, Carroll Baker. La tribu Cheyene regresa a su territorio natal en una lucha que enardece a toda la nación.

28 GANADORES DEL PREMIO NOBEL

Serie semanal acerca de cinco sobresalientes ganadores del Premio Nobel así como del hombre cuyo dinero hizo este proyecto una bella realidad. Hoy "Un Vaquero en la Casa Blanca" La vida de Teddy Roosevelt, el presidente más joven en la historia de E.U.A. y quién a diferencia del vaquero más anciano de la Casa Blanca en la actualidad - recibió el Premio Nobel de la Paz en 1906.

6:30

4 CONFERENCIA DE NOTICIAS

7 EN EL CINE

28 EL EGIPTO DE TUTANKAMEN

Reveladora serie de la BBC-Time-Life en que se explora la antigua civilización del Nilo que fue regida por el joven monarca. En el episodio de hoy: "La Tierra"

34 DOS MUJERES EN MI CASA

7:00

2 60 MINUTOS

Revista semanal informativa con los corresponsales de la CBS-Mike Bradley y Harry Reasoner. (60 min.)

4 VIAJERO!

Phineas y Jeffrey conocen a Alexander Graham Bell.

CONTINUA

Noticias de Inmigración No. 56

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PREGUNTA DE LA SEMANA

¿Qué hay de nuevo con el programa de Amnistía?

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El Senado paso una versión del proyecto de ley de Amnistía, pero la Cámara de Representantes no lo ha hecho aún. Es imposible predecir si acaso la Amnistía llegará a hacerse LEY este año o no.

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Domingo

Continuación

7 RIPLEY-AUNQUE USTED NO LO CREA

La descripción del crimen de acuerdo a Edgar Allen Poe; un torero con los ojos vendados; otra estatua de la libertad.

9 LA FRANCIA QUE NADIE CONOCE

Una gira por partes de Francia no conocidas por los turistas.

28 TODAS LAS CRIATURAS GRANDES Y PEQUEÑAS

Historias extraídas de las novelas de James Harriot. Estelarizada por Christopher Timothy.

34 SOLEDAD-

Telenovela mexicana con Libertad Lamarque.

7:30

34 GRANDES SERIES

"La vida de Gauguin" La trágica y extraordinaria vida del pintor impresionista francés.

8:00

2 ALICE

Vera trata de averiguar la

identidad de un admirador secreto.

4 CHIP'S

Ponch y Bobby ayudan a un rocanrolero desquiciado.

5 ENTRETENIMIENTO ESTA SEMANA

7 MATT HOUSTON-

Serie

9 ESTA ESCRITO-

Religión

11 FUNCION DOBLE

(Favor de ver detalles a las 4p.m.)

13 NATALIE WOOD; TRIBUTA A UNA DAMA MUY ESPECIAL

Anfitriones: Hope Lange, Roddy McDowall. Invitados: Robert Redford, Bette Davis, Paul Newman, Lauren Bacall.

28 COSMOS

"La Vida de las Estrellas" Con la ayuda de animación por computadora y asombroso arte astronómico, se muestra el nacimiento, vida y muerte de las estrellas. El Dr. Sagan usa a los personajes de "Alicia en el País de las Maravillas" para que los televidentes comprendan el origen y naturaleza de emocionantes fenómenos celestes.

8:30

2 DE DIA A DIA

Barbara y Mark inician su nueva vida como recién casados.

9 EL MUNDO DEL MAÑANA

34 MUY ESPECIAL

Presentando a la gran cantante de Puerto Rico Carol Myles.

9:00

2 LOS JEFFERSON

El portero Ralph cree que George le es infiel a Louise.

4 PELICULA

(Fantasía) "Callejón Maldito" 1977. Jan Michael Vincent, Dominique Sanda, George Peppard. Las horribles experiencias de una destrucción nuclear.

5 BILLY GRAHAM-

Religión

7 PELICULA

(Misterio) "Homicidio por Muerte" 1976. Peter Falk, Peter Sellers. Un millonario excéntrico invita a 12 famosos detectives a cenar en su mansión.

9 PETER POPOFF

13 DAMA

CAMPEONA ***

Programa muy especial con Jane Fonda, Elizabeth Taylor, Sissy Spacek, Diane Ross, Ingrid Bergman, Katharine Hepburn y Jill Clayburgh.

28 OBRAS MAESTRAS DEL TEATRO

"Hijos y amantes" Dramatización de la famosa novela autobiográfica de D.H. Lawrence. En este episodio, Paul decide poner a prueba sus sentimientos con Miriam, a pesar de estar apasionado por Clara, una mujer casada.

9:30

2 NEWHART-

Serie

9 FRED JORDAN-

13 AMOR AL ESTILO AMERICANO-Comedia

34 LA COMADRE-

Serie venezolana

10:00

2 DR. TRAPPER JOHN

Un paciente finge síntomas inexistentes.

5 NOTICIAS-

McCormick, Whatley

9 MUJERES EN CRISIS

11 NOTICIAS-

Day, Putnam

13 NOTICIAS INTERNACIONALES-

Harper y Jorgensen

28 SUEÑOS CALIFORNIANOS

Un análisis a los eventos, ideas y hombres importantes que le dieron forma a la historia de California.

10:30

11 ROBERT SCHULLER

13 JIMMY SWAGART

28 DIARIO DE TONY BROWN

10:45

5 PAGINA DEPORTIVA

11:00

2 NOTICIAS-

Terry Murphy

4 NOTICIAS-

Frank Cruz, Cynthia Allison.

5 REPORTAJE DE WALL STREET

7 NOTICIAS-

Henry Ishimine

9 DR. EUGENE SCOTT

Religión

11 JERRY FALWELL-

Religión

28 AVANCES FILMICOS

34 SIN-ESIS DEPORTIVA

11:45

2 NOTICIAS CBS

Gon Charles god

11:30

2 RESUMEN FINAL DEPORTIVO

5 SIRVIENDO DE EJEMPLO

7 NOTICIAS ABC

9 LA NINEZ

ATRAPADA ENTRE LA VIDA Y LA MUERTE

34 CINE DE MEDIANOCHE

"La dinamita está servida"

11:45

2 PELICULA

(Suspense) "Terror en un rascacielos" 1974. John Forsythe, Anjanette Comer.

4 CASABLANCA

Serie con David Soul, Hector Elizondo y Scatman Crothers.

7 PELICULA

(Drama) "Fat City" 1972. Stacy Keach, Jeff Bridges.

12:00

5 CLUB 700

11 SHOW DE LARRY KING

1:30

34 DESPEDIDA

2:00

2 NOTICIAS NOCTURNAS CBS

4 ENTREVISTANDO A.

3:00

4 NOTICIAS

Dr. Juan M. Cabrera

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Lunes

13 de junio de 1983

MAÑANA

6:00

2 DOS CONTIGO

Asuntos de discusión pública, eventos y puntos de interés que conciernen a la comunidad del Sur de California.

4 CAMPO DE SALUD

5 VILLA ALEGRE

7 NOTICIAS DE LA

ABC

9 LA JUVENTUD Y

LOS PUNTOS DE

CONTROVERSA

11 NOTICIAS

13 AULA DE JUEGOS-

Infantil

28 OVER EASY-

Entrevistas

6:30

2 NOTICIERO

MATUTINO CBS

4 AHORA TEMPRANO

5 GALERIA

9 REACCION DE LA

COMUNIDAD-

Fernando del Río

11 LOS SUPEROS-

NICOS-Caricaturas

13 KARNAVAL DE

KARICATURAS

28 REPORTAJE DE

MACNEIL LEHRER

7:00

2 NOTICIERO

MATUTINO CBS

4 HOY DIA

5 CLUB 700

7 BUENOS DIAS

AMERICA-Entrevistas

9 FROOZLES-

Caricaturas

11 EL HOMBRE ARAÑA

Caricaturas

13 TOM Y JERRY-

Caricaturas

28 REPORTAJE

BURSATIL

34 LA BUENA VIBRA

Programa de ejercicios con

sus anfitriones Stefanie y

Fito Giron.

7:30

9 HAY UN CAMINO-

Religión

11 ADORABLES

MONSTRUITOS-Caricaturas

28 YOGA PARA

LA SALUD

34 NOTICIERO

NACIONAL S.I.N.

8:00

9 JIM BAKKER-Religión

11 FLIPPER-Aventuras

13 SCOOPY DOO-

Caricaturas

28 EL BARRIO DEL SR.

ROGERS-Infantil

34 GABRIEL Y

GABRIELA

Serie dramática estelarizada

por Ana Martín y José Martín

de Hoyos.

8:30

5 LEAVE IT TO

BEAVER-Comedia

11 EL GENTIL BEN-

Infantil

13 EL SHOW DE LA

PANTERA ROSA-

Caricaturas

28 LA COMPAÑIA

ELECTRICA

34 HOY MISMO-

9:00

2 PIRAMIDE \$25,000

4 LOS HECHOS DE

LA VIDA-Comedia

5 EL SHOW DE

RICHARD SIMMONS

7 LOS ANGELES A.M.

9 EJERCICIOS

MATUTINOS-

Con Joannie Greggins

11 EL HOMBRE

NUCLEAR-Aventuras

13 GREAT SPACE

COASTER-Caricaturas

28 PLAZA SESAMO-

Infantil

9:30

2 JUEGO INFANTIL

4 VENTA DEL SIGLO

5 EJERCICIO DE

20 MINUTOS

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9 LOS ANGELES POR

LA MANANA

13 HECHIZADA-

Comedia

10:00

2 PRICE IS RIGHT-

Concurso

4 RUEDA DE

LA FORTUNA

5 EMERGENCIA-

Aventuras

7 EL BUQUE DEL

AMOR-Comedia

11 MISION IMPOSIBLE

13 HECHIZADA-

Comedia

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Lunes

mañana

Continuación

28 FUENTE DE ENERGIA

Serie de 16 partes, diseñada para motivar a los niños a responsabilizarse de su salud y bienestar.

34 MUNDO LATINO- Variedades

10:30

4 LA CASA IDEAL 18 AMOR AL ESTILO AMERICANO-Comedia 28 REVISANDO

Serie instructiva para jóvenes adultos, con especial atención a lo que concierne a los 20 millones de hispanos en América.

11:00

2 YOUNG AND THE RESTLESS-Serie 4 GUERRA ESTELAR 5 BONANZA-Oeste 7 FAMILY FEUD-

Concurso

9 EL SANTO-Aventuras 11 HEROES DE HOGAN 13 EL DOCTOR MARCUS WELBY-Serie 28 LA COMPAÑIA ELECTRICA-Infantil 34 LA VENGANZA-

Telenovela

11:30

4 SEARCH FOR TOMORROW-Serie 7 RYAN'S HOPE- Serie 11 SUR DE CALIFORNIA AL MEDIODIA 28 REPORTAJE DE MACNEIL LEHRER

TARDE 12:00

2 TATTLETALES-

Concurso

4 LOS DIAS DE NUESTRAS VIDAS-Serie 5 DIMENSION DESCONOCIDA 7 ALL MY CHILDREN-

Serie

9 PELICULA (Comedia) "Abbott y Costello en sociedad" 1944. Bud Abbott, Lou Costello. Dos plomeros y un taxista son confundidos como in- vitados en una fiesta elegan- te.

13 PELICULA (Ciencia ficción) "El amo de los Clones" 1978. Art Hindle, Robyn Douglas. Un bioquímico elabora 13 réplicas de sí mismo y las usa para desbaratar un misterioso plan.

28 EL SHOW DE DICK CAVETT-Entrevistas

12:30

2 AS THE WORLD TURNS-Serie 5 LA DIMENSION DESCONOCIDA 28 OVER EASY- Entrevistas

34 EL CHAVO-Comedia

1:00

4 ANOTHER WORLD-

5 HITCHCOCK PRESENTA 7 ONE LIFE TO LIVE- Serie

11 UN PASO AL MAS ALLA-Suspense 28 MATINE EN EL BIJOU

34 EL SHOW DE EDUARDO II

Comedia mexicana con
Eduardo Manzano.

GALAVISION "La Madrastra"

1:30

2 CAPITOL-Serie 5 HITCHCOCK PRESENTA

2:00

2 GUIDING LIGHT- Serie

4 FANTASIA 5 REVISTA DE LA HORA 7 HOSPITAL GENERAL-Serie 9 IRONSIDE-Aventuras 11 EL SHOW DE CAROL BURNETT-Comedia 13 VICTORIA EN EL OCEANO-Documental 34 LOS ANGELES AHORA

GALAVISION "XETU"

2:30

2 TODOS EN LA FAMILIA-Comedia 13 SUPERMAN-

Aventuras

28 ESTA VIEJA CASA Una serie de 26 partes con ideas de renovación para el hogar.

34 UNA LIMOSNA DE AMOR-Telenovela

3:00

2 BARNABY JONES- Serie

4 EL SHOW DE PHIL DONAHUE-Entrevistas 5 STARKY Y HUTCH- Aventuras

Serie

7 EDGE OF NIGHT- Serie

9 KOJAK-Aventuras 11 LOS WALTON-

Comedia

13 PEDRO PICAPIEDRA Y SUS AMIGOS-

Caricaturas

28 ESTA VIEJA CASA Ideas de renovación para el hogar.

34 AL FINAL DEL ARCOIRIS

Serie dramática estelarizada
por Olga Breeskin y Martín
Cortés.

3:30

7 EL TRIBUNAL DE LA GENTE 13 KARNAVAL DE KARICATURAS 28 CACEROLAS AL OESTE

Programa de cocina al estilo
oeste.

4:00

2 BARNEY MILLER- Comedia

4 NOTICIAS- Lange, Perkins

5 LA DIMENSION DESCONOCIDA-Misterio

7 NOTICIAS- Dunphy, Little

9 QUE ESTA PASANDO-Comedia 11 MERV GRIFFIN-

Entrevistas

13 SCOOPY DOO- Caricaturas

28 EL BARRIO DEL SR. ROGERS-Infantil 34 QUIERO GRITAR TU NOMBRE-Telenovela

4:30

2 NOTICIAS- Connie Chung

5 ENTRETENIMIENTO ESTA NOCHE

7 NOTICIAS ABC

9 QUE ESTA PASANDO-Comedia

13 LOS SUPERAMIGOS Caricaturas

28 PLAZA SESAMO- Infantil

5:00

2 NOTICIAS- Story, Hill

4 NOTICIAS- Toyota, Schubeck

5 LA CASITA EN LA PRADERA-Aventuras

7 NOTICIAS- Moyer, Martin

9 MV-3-Especial Musical

11 LA FAMILIA BRADY- Comedia

13 HECHIZADA- Comedia

18 LUPITA Telenovela con Angelica Vale.

34 MARTHA Y JAVIER- Serie venezolana

5:30

11 LA FAMILIA BRADY- Comedia

13 HECHIZADA- Comedia

28 LA COMPAÑIA ELECTRICA-Infantil

GALAVISION "Dancin' Days" Novela

NOCHE 6:00

2 NOTICIAS- Jess Marlow, Connie Chung

4 NOTICIAS- John Schubeck, Kelly Lange

5 LA MUJER MARAVILLA-Aventuras

7 BEISBOL DE LAS GRANDES LIGAS

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ciados.

9 EL ALGUACIL LOBO Y B.J.

Raymond Burr estelariza a
un líder gángster, cuya
destrucción está siendo
planeada en una reunión en
Orly.

11 S.W.A.T.-Aventuras

13 HAWAI 5-0-Aventuras

18 NOVELAS DE AMERICA

28 OVER EASY- El maestro Kurt Herbert Adler, director de la Opera San Francisco por casi 30 años, nos habla acerca de su paternidad a la edad de 75 años.

34 NOTICIERO

Noticias y deportes locales y
regionales. Con Eduardo
Quezada y Jorge Berry.

CONTINUA

ABOGADO Miguel Jaime Lucero

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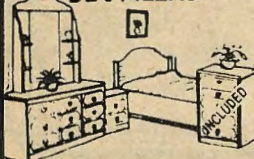
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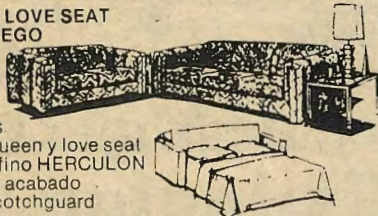
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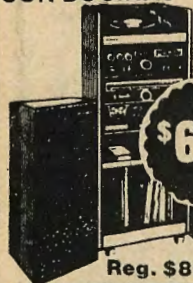
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Lunes

Continuación

6:30

18 ENTREAMIGOS

Variedad con J. López Moc-
tezuma.

28 EL SHOW DE DICK CAVETT

Primera de dos partes, con la
artista Lena Horne como in-
vitada.

34 NOTICIERO NACIONAL S.N.

Noticias nacionales con
Guillermo Restrepo y Teresa
Abate.

7:00

2 NOTICIAS CBS-

Dan Rather

4 NOTICIAS NBC-

Chancellor y Mudd

5 KUNG FU-Aventuras

9 LA MUJER POLICIA

Mientras andan en búsqueda
del asesino de una mujer
policia, los Sargentos An-
derson y Crowley, se enteran
que una segunda mujer
policia ha sido atacada
salvajemente.

11 THREE'S COMPANY

Comedia

13 JOKER'S WILD-

Concurso

18 SI...VALE CON RAUL VALE

Variedades musicales con
Raúl Vale.

28 REPORTAJE BURSATIL

34 SOLEDAD

Telenovela dramática con
Libertad Lamarque.

7:30

2 DOS POR LA CIUDAD

Steve Edwards y Melody
Rogers dan un vistazo al in-
terior de 3 espectaculares
casas de playa en Malibu,
Point Dume y Pacific
Palisades; luego una
reveladora vista en cómo la
sociedad maltrata a sus an-
cianos.

4 FAMILY FEUD-

Concurso

11 DE DIA A DIA-

Comedia

13 TIC TAC DOUGH-

Concurso

28 REPORTAJE DE MACNEIL LEHRER

34 PELICULA

"La Viuda Blanca"

8:00

2 EL CUERPO HUMANO

"La Clave Viviente" En este
programa se examina la
lucha de un niño con una en-
fermedad incurable; los
esfuerzos de una pareja por
engendrar un bebé
saludable; el cerebro de un
hombre que se recupera.

4 CON AMOR SIDNEY

Sidney se siente mal cuando
Patti se cae de un columpio
que él hizo.

5 PELICULA

(Drama) "La Palabra" 1978.
David Janssen, Geraldine
Chaplin. Un ejecutivo de
relaciones públicas se
enreda en la intriga de la
publicación de un documen-
to falso.

9 PELICULA

(Romance) "Tontos" 1971.
Katharine Ross, Jason
Robards. Un maduro actor
cinematográfico busca
significado en su vida y
conoce a una joven in-
teresa.

11 REVISTA P.M.

Se explora la fascinante
tierra de la magia: China; un
asombroso basquetbolista
de 13 años de edad.

13 CINE CON NATALIE WOOD

"Esplendor en la Hierba"
1961. Natalie Wood, Pat
Hingle. Una joven estudiante
piensa que está enamorada
y sufre un colapso
emocional cuando el chico
deja de frecuentarla.

28 LINEA DEL FRENTE

"Aquí Están los Rusos"
Jessica Savitch modera este
programa acerca de una
comunidad de emigrados
rusos en los Estados
Unidos.

8:30

4 LAZOS FAMILIARES

Una chica utiliza a Mallory
para aproximarse a Alex.

11 VEGAS-Crimen

9:00

2 LA BRUJA TUCKER-

Serie

4 PELICULA

(Drama) "Esencia al
Desnudo" 1983. Ian Mc-
Shane, Jennifer O'Neill.
Lady Bobby continúa su rol
como promotorista de los
productos de Tyger y Niko
está determinado a destruir
el imperio de Marshall.

7 PELICULA

(Misterio) "El Fin de Sheila"
1973. Joan Hackett, James
Coburn. Un viudo invita a
seis celebridades de
Hollywood para un juego
mortal en su yate.

28 GRADES ACTUACIONES

"El Anillo de los Nibelungos:
Gotterdamerung" Continúa
la lucha por poseer el anillo
que llena de poderes a su
dueño. Siegfried, el valiente
héroe, está destinado a
matar al dragón que
resguarda el oro y a encon-
trar a la bella Brunilda que se
encuentra dormida sobre
una roca rodeada de fuego
impenetrable. Pero Wotan
disfrazado de vagabundo,
así como los nibelungos
hermanos Alberich y Mime,
andan también en busca del
preciado oro.

34 GABRIEL Y GABRIELA

Serie dramática con Ana
Martín y Jose Martín de
Hoyos.

GALAVISION

"La Madrastra"

10:00

2 CAGNEY Y LACEY-

Fishman y Davidson

9 NOTICIAS-

Roberts, Gordon

11 NOTICIAS-

Reading, Thomas

34 24 HORAS-

Jacobo Zabłudowsky

10:30

13 NOTICIAS INTERNACIONALES-

Jorgensen, Harper

10:45

34 NOTICIERO

Noticias y deportes locales y
regionales.

11:00

2 NOTICIAS-

Chung y Marlow

4 NOTICIAS-

Toyota, Schubeck

5 SABADO POR LA NOCHE EN VIVO

7 NOTICIAS-

Dunphy, Little

9 EN BUSCA DE...

11 LOS JEFFERSON-

Comedia

13 SHOW DE BENNY HILL-Comedia Inglesa

34 NOCHE A NOCHE "Esposa Ultimo Modelo"

11:30

2 DR. TRAPPER JOHN

4 EL SHOW DE ESTA NOCHE

Johnny presenta al
inigualable y encantador
Dick Cavett.

7 LINEA NOCTURNA CON TED KOPPEL

9 USTED LO PIDIO

11 LA PAREJA

DISPAREJA-Comedia

13 MARY HARTMAN-

Comedia

28 REPORTAJE BURSATIL

12:00

5 DIVERSION ESTA NOCHE

9 POR AMOR A LA NIÑEZ

11 CINE PARA ADULTOS

"Midnight Blue en el Cine"

13 AMOR AL ESTILO AMERICANO-Comedia

12:30

4 DAVID LETTERMAN A MEDIANOCHE

5 PAREJAS

7 PERFIL DE NOTICIAS ABC

13 AMOR AL ESTILO AMERICANO-Comedia

12:45

2 PELICULA

"Columbo" Con Peter Falk

1:00

5 GENE AUTRY-

Oeste

7 PELICULA

(Drama) "Crece un árbol en
Brooklyn" 1974. Cliff Rob-
ertson, Diane Baker. Una
familia de cuatro y su
terrible crisis económica en
Brooklyn antes de la primera
guerra mundial.

9 PELICULA

(Drama) "Regresando de la
eternidad" 1956. Robert
Ryan, Anita Ekberg. Once
sobrevivientes de un ac-
cidente aéreo corren
peligro en la jungla
sudamericana.

13 NOTICIAS INTERNACIONALES

34 DESPEDIDA

1:30

4 NOTICIERO NOCTURNO NBC

5 GENE AUTRY-Oeste

13 PELICULA

(Crimen) "Un asesino en
cada esquina" 1975. Joanna
CONTINUA

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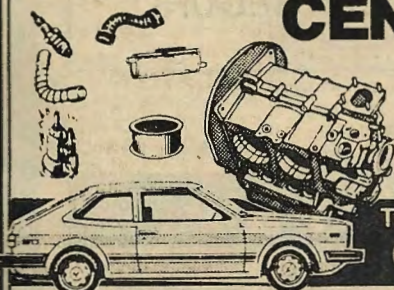
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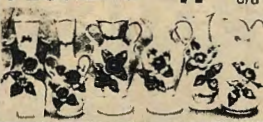
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Lunes

Continuación

2:00

2 NOTICIAS CBS
11 TOM COTTE DE
CERCA

2:30

7 NOTICIAS
11 NOTICIERO CNN

5:00

7 LA MUSICA NEGRA
EN LA ACTUALIDAD

5:30

5 ESTUDIO A LA
PALABRA-Religión
7 AMANECER EN
LOS ANGELES

5:45

28 REPORTAJE
METEOROLOGICO

Martes

14 de junio de 1983

MAÑANA

6:00

2 DOS CONTIGO

Asuntos de discusión
pública, eventos y puntos de
interés que conciernen a la
comunidad del Sur de
California.

4 CAMPO DE SALUD

5 VILLA ALEGRE

7 NOTICIAS

MATUTINAS NBC

9 CONOZCA A LOS

ALCALDES-Tom Fradsen

11 NOTICIAS

13 AULA DE JUEGOS-
Infantil

28 OVER EASY-
Entrevistas

6:30

2 NOTICIERO

MATUTINO CBS

4 AHORA TEMPRANO

5 GALERIA

9 LA JUVENTUD Y

LOS PUNTOS DE

CONTROVERSIA

11 LOS SUPERSO-
NICOS-Caricaturas

13 KARNAVAL DE

KARICATURAS

28 REPORTAJE DE

MACNEIL LEHRER

7:00

2 NOTICIERO

MATUTINO CBS

4 HOY DIA

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7 BUENOS DIAS

AMERICA-Entrevistas

9 FROOZLES-Infantil

11 EL HOMBRE ARANA

Caricaturas

13 TOM Y JERRY-

Caricaturas

28 REPORTAJE

BURSATIL

34 LA BUENA VIBRA

Programa de ejercicios con

sus anfitriones Stefanie y

Fito Girón.

7:30

9 HAY UN CAMINO-

Religión

11 ADORABLES

MONSTRUITOS

28 YOGA PARA

LA SALUD

34 NOTICIERO
NACIONAL S.I.N.

8:00

9 JIM BAKKER-Religión

11 FLIPPER-Aventuras

13 SCOOPY DOO-

Caricaturas

28 EL BARRIO DEL

SR. ROGERS-Infantil

34 GABRIEL Y

GABRIELA

Serie dramática estelarizada
por Ana Martín y José Martín
de Hoyos.

8:30

5 LEAVE IT TO

BEAVER-Comedia

11 EL GENTIL BEN-

Infantil

CONTINUA

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Martes

Continuación

8 EL SHOW DE LA
PANTERA ROSA
9 LA COMPAÑIA
ELECTRICA-Infantil
34 HOY MISMO-
Variedades

9:00

2 PIRAMIDE \$25,000
4 LOS HECHOS DE
LA VIDA-Serie
5 EL SHOW DE
RICHARD SIMMONS
6 LOS ANGELES A.M.
7 EJERCICIOS
MATUTINOS-
Con Joannie Greggins
10 EL HOMBRE
NUCLEAR-Aventuras
11 GREAT SPACE
COASTER-Caricaturas
28 PLAZA SESAMO-
Infantil

9:30

2 JUEGO INFANTIL
4 VENTA DEL SIGLO
5 EJERCICIOS DE 20
MIN.- Ins. Nicole Nardini.
9 LOS ANGELES POR
LA MAÑANA
13 HECHIZADA-
Comedia

10:00

2 PRICE IS RIGHT-
Concurso
4 RUEDA DE LA
FORTUNA-Concurso
5 EMERGENCIA-
Aventuras
7 EL BUQUE DEL
AMOR-Comedia
11 MISION IMPOSIBLE-
Aventuras
13 HECHIZADA-
Comedia
28 FUENTE DE
ENERGIA
Serie diseñada para motivar
a los niños a respon-
sabilizarse de su salud y su
bienestar.
34 MUNDO LATINO-
Variedades

10:30

4 LA CASA IDEAL
13 AMOR AL ESTILO
AMERICANO-Comedia
28 REVISANDO
Programa para jóvenes
adultos.

11:00

2 YOUNG AND THE
RESTLESS-Serie
4 GUERRA ESTELAR
5 BONANZA-Oeste
7 FAMILY FEUD-
9 EL SANTO-Aventuras
11 HEROES DE HOGAN
13 EL DOCTOR
MARCUS WELBY
28 COMPAÑIA
ELECTRICA
34 LA VENGANZA-
Telenovela

11:30

4 SEARCH FOR
TOMORROW-Serie
7 RYAN'S HOPE-Serie
11 SUR DE
CALIFORNIA AL
MEDIODIA

28 REPORTAJE DE
MACNEIL LEHRER

TARDE

12:00

2 TATLETALES-
Concurso
4 DAYS OF OUR LIVES
Serie

5 LA DIMENSION
DESCONOCIDA-Misterio
7 ALL MY CHILDREN-
Serie

9 PELICULA

(Aventura) "Arena" 1953. Gig
Young, Jean Hagen. El éxito
se le va a la cabeza de una
estrella del rodeo, causán-
dole problemas maritales.

13 PELICULA

(Bélica) "Impaciente
corazón" 1950. Ronald
Reagan, Patricia Neal. Cinco
soldados heridos
ingresados en un hospital,
ofrecen su amistad a un
cabo británico.

28 EL SHOW DE
DICK CAVETT

12:30

2 AS THE WORLD
TURNS-Serie

5 LA DIMENSION
DESCONOCIDA-Misterio
28 OVER EASY-
Entrevistas

34 EL CHAPULIN
COLORADO

Comedia producida en
México con Roberto Gomez
Bolaños.

1:00

4 ANOTHER WORLD-
Serie

5 HITCHCOCK
PRESENTA
7 ONE LIFE TO LIVE-
Serie

11 UN PASO AL MAS
ALLA-Suspense
28 MATINE EN EL
BIJOU

34 EL SHOW DE
EDUARDO II

Comedia mexicana con
Eduardo Manzano.

GALAVISION
"La Madrastra" Novela

1:30

2 CAPITOL-Serie

5 HITCHCOCK
PRESENTA
9 NOTICIAS-
Hank Plante

2:00

2 GUIDING LIGHT-
Serie

4 FANTASIA
5 REVISTA DE LA
HORA

7 HOSPITAL
GENERAL-Serie

9 IRONSIDE-Aventuras
11 EL SHOW DE CAROL
BURNETT-Comedia

13 VICTORIA EN EL
OCEANO-Documental

34 LOS ANGELES
AHORA

GALAVISION
"XETU" Variedades

2:30

11 TODOS EN LA
FAMILIA-Comedia

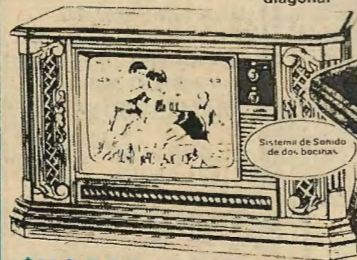
13 SUPERMAN-
Aventuras

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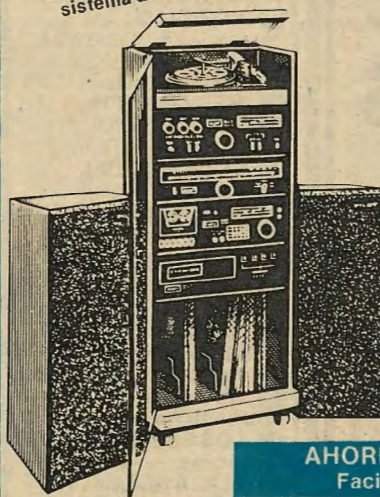
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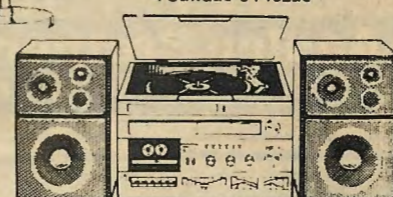
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Martes

Continuación

23 ESTA VIEJA CASA
Serie de renovación para el hogar.

34 UNA LIMOSNA DE AMOR-Telenovela
GALAVISION

3:00

2 BARNABY JONES,
Serie

4 EL SHOW DE PHIL DONAHUE.

Entrevistas
5 STARKY Y HUTCH.
Aventuras

7 EDGE OF NIGHT.
Serie

9 KOJAK-Aventuras

11 LOS WALTON.
Comedia

13 PEDRO PICAPIEDRA Y SUS AMIGOS.
Caricaturas

23 ESTA VIEJA CASA
Serie de renovación para el hogar.

34 AL FINAL DEL ARCOIRIS

Serie dramática estelarizada por Olga Breeskin y Martin Cortés.

3:30

7 EL TRIBUNAL DE LA GENTE-Documental

13 KARNAVAL DE KARICATURAS

23 CACEROLAS AL OESTE

Programa de cocina al estilo oeste.

GALAVISION

4:00

2 BARNEY MILLER.
Serie

4 NOTICIAS.
Lange y Perkins

5 LA DIMENSION DESCONOCIDA-Misterio

7 NOTICIAS.
Dunphy, Lund

9 QUE ESTA PASANDO?-Comedia

11 MERV GRIFFIN

13 SMOOBY DOO.
Caricaturas

23 EL BARRIO DEL SR. ROGERS-Infantil

34 QUIERO GRITAR TU NOMBRE-Telenovela

4:30

2 NOTICIAS.
Connie Chung

5 ESTA NOCHE ENTRETENIMIENTO

7 NOTICIAS ABC

9 QUE ESTA PASANDO?-Comedia

13 LOS SUPERAMIGOS
Caricaturas

23 PLAZA SESAMO.
Infantil

5:00

2 NOTICIAS.
Story, Hill

4 NOTICIAS.
Toyota, Schubeck

5 LA CASITA EN LA PRADERA-Comedia

7 NOTICIAS.
Moyer, Martin

9 MV-3
Especial Musical

tarde

11 LA FAMILIA BRADY.

Comedia

13 HECHIZADA.

Comedia

18 LUPITA.

Telenovela con Angélica Vale.

34 MARTHA Y JAVIER

Serie venezolana que se desarrolla en una escuela médica.

5:30

11 LA FAMILIA BRADY.
Comedia

13 HECHIZADA.

Comedia

23 LA COMPAÑIA ELECTRICA-Infantil

GALAVISION

"Dancin' Days" Novela

NOCHE

6:00

2 NOTICIAS NOCTURNAS CBS

Marlow, Chung

4 NOTICIAS.
John Schubeck, Kelly Lange

5 LA MUJER MARAVILLA-Aventuras

7 NOTICIAS.
Dunphy, Lund

9 EL ALGUACIL LOBO Y B.J.

A B.J. le agrada la historia de una bonita mujer y la transporta hacia donde ella va, sin saber que es una científica perseguida por las autoridades.

11 S.W.A.T.-Aventuras

13 HAWAI 5-0-Aventuras

18 NOVELAS DE AMERICA

23 OVER EASY.
Explorando las razones psicológicas y financieras, por las que las personas mayores prefieren vivir juntas sin casarse.

34 NOTICIERO

Noticias y deportes locales y regionales. Con Eduardo Quezada y Jorge Berry.

6:30

18 ENTREAMIGOS.

Variedades con J. López Moctezuma.

23 EL SHOW DE DICK CAVETT

Conclusión. La artista Lena Horne es la invitada.

34 NOTICIERO NACIONAL

Noticias y deportes con Guillermo Restrepo y Teresa Abate.

7:00

2 NOTICIAS DE LA CBS-Dan Rather

4 NOTICIAS DE LA NBC-Chancellor y Mudd

5 KUNG FU-Aventuras

7 NOTICIAS ABC.
Reynolds

9 LA MUJER POLICIA

Un oficial que trabaja dedicadamente en la División del Maltrato a la Niñez, puede proveer la información necesaria a Pepper y Crowley, para localizar a un vendedor de drogas.

11 THREE'S COMPANY
Comedia

13 JOKER'S WILD.
Concurso

18 MUNDO MUSICAL
Con Roland Gilda

23 REPORTAJE BURSATIL

34 SOLEDAD
Telenovela dramática con Libertad Lamarque.

7:30

2 DOS POR LA CIUDAD

Steve Edwards y Melody Rogers dan un vistazo a algunos de los más elegibles solteros en el Registro de Solteros Americanos; luego observando algunos "compañeros de cuarto platónicos" y la música rock del 80.

CONTINUA



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SABADOS 9AM-12PM.

Martes

Continuación

8 FAMILY FEUD.

Concurso

9 OBSERVANDO L.A.

De interés público

10 DE DIA A DIA.

Comedia

11 TIC TAC DOUGH.

Concurso

12 CARA A CARA

Entrevistas con Tere Vale

13 REPORTAJE DE

MACNEIL LEHRER

14 CHESPIRITO.

Comedia

GALAVISION

"El estudio de Lola"

8:00

2 PREFERIRIA ESTAR TRABAJANDO

La triste realidad de cinco trabajadores del acero y sus familias, de la planta Kaiser en Fontana, California.

3 EL EQUIPO A

Un matemático anda haciendo de las suyas en todos los casinos de Las Vegas.

5 PELICULA

(Drama) "La Palabra" II Parte. David Janssen, Geraldine Chaplin. Un ejecutivo de relaciones públicas se enreda en la intriga de la publicación de un documento falso.

7 DIAS FELICES

Fonzie ingenia un plan favorable para Chachi y Joannie.

9 PELICULA

(Oeste) "La Leyenda de Custer" 1968. Wayne Moun-der, Slim Pickens. Película semibiográfica acerca del hombre culpado por varias masacres de indígenas americanos.

11 REVISTA P.M.

Continúa la exploración a través de China, vemos doctores descalzos, fabulosos paisajes, gente noble y generosa, deliciosos platillos regionales.

13 CINE CON NATALIE WOOD

"Rebelde sin Causa" 1955. James Dean, Natalie Wood. Un joven que le ha perdido el respeto a sus padres, se enreda con una pandilla de delinquentes juveniles.

28 NOVA

"Umealit: Los Cazadores de Ballenas" La estrujante controversia entre los conservacionistas que han luchado varios años por salvar de la extinción al majestuoso mamífero marino, y los balleneros esquimales que no creen poder sobrevivir sin cazar cierta especie de ballena.

8:30

7 JOANIE AMA A CHACHI

Joanie reta a Chachi a jugar básquetbol con su amiga Nancy.

11 TODOS EN LA FAMILIA

28 SABOR LATINO Variedades musicales en Santiago de Chile.

9:00

2 PELICULA REMINGTON STEELE

Remington y Laura investigan el asesinato del esposo de una escritora de novelas de misterio.

7 THREE'S COMPANY

Larry quiere que Jack se haga amigo de su hermana menor.

11 VEGAS-Serie

28 TEATRO AMERICANO

"Para muchachas de color que han considerado el

suicidio/ cuando el arcoiris es suficiente". Poema coreográfico escrito por Ntozake Shange y dirigido por Oz Scott. Siete mujeres celebran su femineidad y la negrura de su piel, pudiendo expresar también su dolor, terror, ternura y amor.

9:30

7 DE 9 A 5.

Doralee explota cuando las picasas bromas del señor Hart las deja atrapadas en la oficina durante un apagón.

34 GABRIEL Y GABRIELA

10:00

4 ST. ELSEWHERE

El Dr. Morrison se siente conmovido al conocer a una anciana callejera.

5 NOTICIAS.

Fishman y Davidson

7 BARBARA WALTERS

En este programa especial, Barbara entrevista a Danie Travanti, Mariette Hartley y Jimmy Stewart.

9 NOTICIAS.

Robert Gordon

11 NOTICIAS.

Thomas Reading

13 NOTICIAS MUNDIALES

34 24 HORAS-Con el Lic. Jacobo Zabudowsky.

10:30

13 NOTICIERO INTERNACIONAL 28 SWINGIN' THE BLUES

"Mary Lou Williams: la Reina del Jazz"

10:45

4 NOTICIERO

Noticias y deportes locales y regionales.

11:00

2 NOTICIAS.

Chung y Marlow

4 NOTICIAS.

Schubeck, Toyota

5 SABADO POR LA NOCHE EN VIVO

7 NOTICIAS.

Dunphy, Lund

9 EN BUSCA DE... 11 LOS JEFFERSON.

Comedia

13 SHOW DE BENNY HILL-Comedia inglesa

28 REPORTAJE

BURSATIL

34 NOCHE A NOCHE

"Mujer en condominio"

11:30

2 TRAIGANLOS VIVOS

Buck sale en misión de rescate por un agente cuyo avión aterrizó en la jungla.

4 EL SHOW DE ESTA NOCHE

7 LINEA NOCTURNA.

Con Ted Koppel

9 USTED LO PIDIO 11 LA PAREJA

DISPAREJA-Comedia

13 MARY HARTMAN.

Comedia

12:00

5 DIVERSION ESTA NOCHE

9 PELICULA

(Crimen) "El Mundo del Hampa" 1973. Franco Nero, CONTINUA

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Abierto de Lunes a Sábado de 10 A.M. a 6 P.M.
Sr. Ramirez y Sr. Portnoy a sus órdenes

Martes

Continuación

Fernando Rey. El jefe de detectives genoveses y su comisario ponen al descubierto la identidad de los narcotraficantes en Italia.

11 PELICULA
(Bélica) "Lucha en Japón"
1958. Elko Ando, John Wayne. La infiltración occidental en el Japón.

13 AMOR AL ESTILO AMERICANO-Comedia

12:30

2 QUINCY-Drama
4 DAVID LETTERMAN A MEDIANOCHE

5 PAREJAS
Charla "acerca de asuntos conyugales."

7 PERFIL DE NOTICIAS ABC

13 AMOR AL ESTILO AMERICANO-Comedia

1:00

5 PELICULA
(Aventura) "Correo Aéreo"
1947. William Holden, Anne Baxter. Cuatro hermanos acróbatas aéreos, abandonan el circo para ponerse al servicio del correo en sus primeros años de vuelo.

7 PELICULA
(Bélica) "Guerra al Estilo Italiano" 1967. Buster Keaton, Fred Clark.

13 PELICULA
(Suspense) "Un lugar para morir" 1973. Alexandra Hay, Bryan Marshall.

34 DESPEDIDA

1:30

2 PELICULA
"McMillan y Esposa" Susan St. James, Rock Hudson.

4 NOTICIERO NOCTURNO NBC

2:00

11 TOM COTTLE DE CERCA

2:30

7 NOTICIERO
11 NOTICIAS CNN

3:00

2 NOTICIERO NOCTURNO CBS
5 PELICULA
(Comedia) "El Gran Cañón"
1950. Richard Arlen, Mary Beth.

11 PELICULA
(Drama) "Los nuevos inter-
nos" 1964. George Segal,
Barbara Eden.

4:30

5 YO ESPIO-Aventuras

5:00

7 PINTURA DECORATIVA

5:30

5 ESTUDIO A LA PALABRA-Religión
7 AMANECER EN LOS ANGELES
11 BUEN DIA L.A.

Miercoles

15 de junio de 1983

MAÑANA

6:00

2 DOS CONTIGO
Asuntos y discusión pública, eventos y puntos de interés que conciernen a la comunidad del Sur de California.

4 CAMPO DE SALUD

5 VILLA ALEGRE

7 NOTICIERO MATUTINO ABC

9 FRANCAMENTE FEMENINA-Conny Caruso

11 NOTICIAS

13 AULA DE JUEGOS-Infantil

28 OVER EASY-Entrevistas

6:30

2 NOTICIERO MATUTINO CBS

4 AHORA TEMPRANO

5 GALERIA

**9 IMPROVISANDO-
Educativa**

11 LOS SUPER-SONICOS-Caricaturas

13 KARNAVAL DE KARICATURAS

28 REPORTAJE MACNEIL-LEHRER

7:00

2 NOTICIERO MATUTINO CBS

4 HOY DIA

5 CLUB 700

7 BUENOS DIAS AMERICA-Entrevistas

9 FROOZLES-Infantil

11 EL HOMBRE ARANA

Caricaturas

13 LA HORA DE TOM Y JERRY-Caricaturas

28 REPORTAJE BURSATIL

34 LA BUENA VIBRA

Programa de ejercicios con sus anfitriones Stefanie y Fito Girón.

7:30

9 HAY UN CAMINO-Religión

11 ADORABLES MONSTRUITOS

28 YOGA PARA LA SALUD

34 NOTICIERO NACIONAL S.I.N.

8:00

9 JIM BAKKER-Religión

11 FLIPPER-Aventuras

**13 SCOOPY DOO-
Caricaturas**

28 EL BARRIO DEL SR. ROGERS-Infantil

34 GABRIEL Y GABRIELA

Telenovela dramática con Ana Martín y Jose Martín de Hoyos.

8:30

5 LEAVE IT TO BEAVER-Comedia

11 EL GENTIL BEN-Infantil

**13 LA PANTERA ROSA-
Caricaturas**

28 LA COMPAÑIA ELECTRICA-Infantil

**34 HOY MISMO-
Variedades**

9:00

2 PIRAMIDE \$25,000

4 LOS HECHOS DE LA VIDA-Serie

5 EL SHOW DE RICHARD SIMMONS

7 LOS ANGELES A.M.

**9 EJERCICIOS MATUTINOS-
Con Joannie Greggins**

11 EL HOMBRE NUCLEAR-Aventuras

13 GREAT SPACE COASTER-Caricaturas

**28 PLAZA SESAMO-
Infantil**

CONTINUA

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medicinas**

Lun-Vier 9:00a.m. a 6:00p.m.
Sab 9:00a.m. a 1:00p.m.

Miércoles

mañana

Continuación

9:30

- 2 JUEGO INFANTIL
- 5 VENTA DEL SIGLO
- 5 EJERCICIOS DE 20 MIN.-Ins. Holly Buttlar
- 9 LOS ANGELES POR LA MAÑANA
- 13 HECHIZADA-Comedia

10:00

- 2 PRICE IS RIGHT-Concurso
- 4 RUEDA DE LA FORTUNA-Concurso
- 5 EMERGENCIA-Aventuras
- 7 EL BUQUE DEL AMOR-Comedia
- 11 MISION IMPOSIBLE-Aventuras
- 13 HECHIZADA-Comedia
- 28 FUENTE DE ENERGIA

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- 34 MUNDO LATINO-Variedades

10:30

- 4 LA CASA IDEAL
 - 13 AMOR AL ESTILO AMERICANO-Comedia
 - 28 REVISANDO
- Programa para jóvenes adultos con atención especial en lo que concierne a los 20 millones de hispanos en América.

11:00

- 2 YOUNG AND THE RESTLESS-Serie
- 4 GUERRA ESTELAR
- 5 BONANZA-Oeste
- 7 FAMILY FEUD-Concurso
- 9 EL SANTO-Aventuras
- 11 HEROES DE HOGAN
- 13 EL DOCTOR MARCUS WELBY
- 28 COMPAÑIA ELECTRICA
- 34 LA VENGANZA-Telenovela

11:30

- 4 SEARCH FOR TOMORROW-Serie
- 7 RYAN'S HOPE-Serie
- 11 EL SUR DE CALIFORNIA AL MEDIODIA
- 28 REPORTAJE DE MACNEIL LEHRER

TARDE

12:00

- 2 TATTLETALES-Concurso
- 4 DAYS OF OUR LIVES-Serie
- 5 LA DIMENSION DESCONOCIDA-Misterio
- 7 ALL MY CHILDREN-Serie

9 PELICULA

(Aventura) "El Fabuloso mundo de Julio Verne" 1961. Lou Tock, Ernie Navara. Un profesor es secuestrado por piratas, cuyo líder espera conquistar el mundo con su invento.

13 PELICULA

(Aventura) "Ocaso" 1941. Gene Tierney, Bruce Cabot. Una joven euro-asiática ayuda a los británicos, a descubrir un plan nazi en el desierto africano.

- 28 EL SHOW DE DICK CAVETT

12:30

- 2 AS THE WORLD TURNS-Serie
- 5 LA DIMENSION DESCONOCIDA-Misterio
- 28 OVER EASY-Entrevistas
- 34 EL CHAVO-Comedia

1:00

- 4 ANOTHER WORLD-Serie
- 5 HITCHCOCK PRESENTA
- 7 ONE LIFE TO LIVE-Serie

- 11 UN PASO AL MAS ALLA-Suspense
- 28 MATINE EN EL BIJOU

GALAVISION

"La Madrastra" Novela

1:30

- 2 CAPITOL-Serie
- 5 HITCHCOCK PRESENTA

2:00

- 2 GUIDING LIGHT-Serie
- 4 FANTASIA
- 5 REVISTA DE LA HORA
- 7 HOSPITAL GENERAL-Serie
- 9 IRONSIDE-Aventuras
- 11 EL SHOW DE CAROL BURNETT
- 13 VICTORIA EN EL OCEANO-Documental

GALAVISION

"XETU"

2:30

- 11 TODOS EN LA FAMILIA-Comedia
- 13 SUPERMAN-Charicaturas
- 28 ESTA VIEJA CASA-Serie de renovaciones para el hogar.
- 34 UNA LIMOSNA DE AMOR-Telenovela

3:00

- 34 BARNABY JONES-Serie
- 4 EL SHOW DE PHIL DONAHUE
- 5 STARKSY Y HUTCH-Aventuras
- 7 EDGE OF NIGHT-Serie

3:45

- 34 CAMPEONATO MUNDIAL JUVENIL F.I.F.A. 1983
- Semi-finales de fútbol

4:00

- 2 BARNEY MILLER-Serie
- 4 NOTICIAS-Lange, Perkins
- 5 LA DIMENSION DESCONOCIDA-Misterio
- 7 NOTICIAS-Little y Dunphy
- 9 QUE ESTA PASANDO?-Comedia
- 11 MERV GRIFFIN-Entrevistas

CONTINUA

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Miércoles

Continuación

13 **SCOOBY DOO**
Caricaturas
28 **EL BARRIO DEL SR. ROGERS**-Infantil

4:30

2 **NOTICIAS**-
Connie Chung
5 **ESTA NOCHE**
ENTRETENIMIENTO
7 **NOTICIAS ABC**
9 **QUE ESTA**
PASANDO?-Comedia
13 **LOS SUPERAMIGOS**
Caricaturas
28 **PLAZA SESAMO**-
Infantil

5:00

2 **NOTICIAS**-
Story, Hill
4 **NOTICIAS**-
Toyota, Schuback
5 **LA CASITA EN LA PRADERA**-Aventuras
7 **NOTICIAS**-
Moyer, Martin
9 **MV-3Especial Musical**
11 **LA FAMILIA BRADY**-
Comedia
13 **HECHIZADA**-
Comedia
18 **LUPITA**-
Telenovela con Angelica Vale.

5:30

11 **LA FAMILIA BRADY**-
Comedia
13 **HECHIZADA**-
Comedia
28 **LA COMPAÑIA**
ELECTRICA-Infantil

NOCHE

6:00

2 **NOTICIAS**-
Connie Chung, Jess Marlow

4 **NOTICIAS**-

Beard Lange
5 **LA MUJER**
MARAVILLA-Aventuras
7 **NOTICIAS**-
Dunphy, Lund
9 **EL ALGUACIL LOBO**
Y.B.J.

El más joven miembro de una banda tiene escondido miles de dólares en dinero robado y Lobo está determinado a encontrarlo.

11 **S.W.A.T.**-Aventuras
13 **HAWAII 5-0**-Aventuras
18 **NOVELAS DE AMERICA**
28 **OVER EASY**
Janet Gaynor, Ganadora del primer premio de la Academia como mejor actriz, charla con su mejor amiga, Mary Martin.

34 **NOTICIERO**
Noticias y deportes locales y regionales con Eduardo Quezada y Jorge Berry.

6:30

18 **ENTRE AMIGOS**
Con J. López Moctezuma
28 **EL SHOW DE DICK CAVETT**
La actriz June Allyson es la invitada.

34 **NOTICIERO NACIONAL S.I.N.**
Con Guillermo Restrepo y Teresa Abate.

6:45

34 **CAMPEONATO MUNDIAL JUVENIL F.I.F.A. 1983**
Semifinal de fútbol

7:00

2 **NOTICIAS DE LA CBS**-Dan Rather
4 **NOTICIAS DE LA NBC**-Mudd, Brokaw
5 **KUNG FU**-Aventuras
7 **NOTICIAS ABC**-
Reynolds

9 **LA MUJER POLICIA**
Los sargentos Pepper y Crowley investigan una serie de ataques de violación, en un campo colegial cercano.

11 **THREE'S COMPANY**
Comedia

13 **JOKER'S WILD**-
Concurso

18 **ESTE ES...MENUDO**-
Musical

28 **REPORTAJE BURSATIL**

7:30

2 **DOS POR LA CIUDAD**

Steve Edwards y Melody Rogers visitan a dos de los más grandes acaudalados en el negocio artístico, Dudley Moore y Susan Anton; luego un vistazo al Jitterbug.

4 **ESPECIAL PARA GENTE JOVEN**

La estrella de béisbol Tom Seaver ofrece un vistazo al mundo de los retardados mentales y su preparación en las Olimpiadas Especiales.

7 **OBSERVANDO L.A.**

11 **DE DIA A DIA**-
Comedia

13 **TIC TAC DOUGH**-
Concurso

28 **REPORTAJE MACNEIL LEHRER**

8:00

2 **SMALL Y FRYE**

Nick tiene que emplear a su socio para infiltrarse en una red de chantaje.

4 **GENTE REAL**

Un matrimonio que enseña a montar a caballo a los menores víctimas de un mal cerebral; un par de gemelos de 97 años de edad; una reina de belleza para pichones.

7 **FALL GUY**

Howie, Colt y su sobrino son secuestrados y forzados a jugar fútbol para el ejército.

9 **PELICULA**

(Comedia) "¿Podría el éxito arruinar a Rock Hunter?" 1957. Jayne Mansfield, Tony Randall. Un escritor de comerciales desea que una famosa actriz rubia endorsee cierta marca de lápices labiales.

11 **REVISTA P.M.**

La campaña del territorio chino es donde operan los médicos descalzos que mezclan el antiguo arte curativo y la ciencia moderna, devolviendo la salud a millones de gentes.

13 **CINE CON**

NATALIE WOOD

"El sexo y la joven soltera" 1964. Tony Curtis, Henry Fonda, Lauren Bacall. Para aumentar la circulación de su revista de escándalos, un editor ataca la reputación de una sicóloga.

28 **EL MUNDO DE JAMES JOYCE**

El actor irlandés Peter O'Toole sirve como anfitrión y narrador de la vida de este genio rebelde literario. James Joyce pasó su vida mostrando Dublín al mundo. Los escenarios de sus novelas y cuentos cortos nunca se alejaron de la provincia de su niñez.

8:30

2 **FILTHY RICH**-Serie
11 **TODOS EN LA FAMILIA**-Comedia

9:00

2 **PELICULA**
4 **LOS HECHOS DE LA VIDA**

El carro de la señora Garrett es robado cuando las chicas van al centro por un mandado.

7 **RELATOS DEL MONO DORADO**

Jake trata de llegar rápido a un avión derribado que contiene material de guerra.

11 **VEGAS**-Serie

34 **LA CARABINA DE AMBROSIO**-Comedia

9:30

4 **BUFFALO BILL**
28 **EL TAJ MAHAL**

La belleza de este mausoleo histórico construido por el Emperador Shah Jahan como tributo a la memoria de su amada esposa la Emperatriz Mumtaz Mahal fallecida en 1631. El film evoca la misteriosa magia del oriente.

34 **MI COLONIA LA ESPERANZA GALAVISION**

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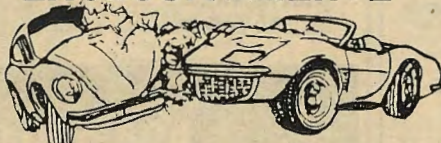
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ABIERTO LUNES A SABADO DE 9AM a 6PM

Miercoles

Continuación

10:00

**4 NOVEDADES
NOTICIOSAS**

5 NOTICIAS-
Fishman y Davidson

7 DINASTIA

Blake trata de encontrar a Steven; Mark expresa su amor por Krystle.

9 NOTICIAS-

Roberts, Gordon

11 NOTICIAS-

George Reading

**13 NOTICIAS
MUNDIALES**

28 EAST 103RD ST.

Un estrujante documental acerca de una familia portorriqueña residiendo en la Cd. de Nueva York. La historia se enfoca en Candy, la única miembro en la familia que no es adicta a la heroína, tiene 21 años de edad y se esfuerza para que su hermano de 20 nunca se convierta en drogadicto. Filmación al estilo cinema verité, estuvo a cargo del cineasta británico Chris Menges quien desea mostrar la diferencia del sueño americano en contraste con estas miserables barriadas cuya cultura depende de las drogas, del delito o la prostitución.

**34 QUIERO GRITAR
TU NOMBRE-**

Drama argentino

10:30

4 TAXI

El departamento de Inmigración entrevista a Simka en relación a su documentación legal.

**13 NOTICIAS
MUNDIALES**

34 24 HORAS- Con el Lic. Jacobo Zabłudowsky

11:00

2 NOTICIAS-

Chung y Marlow

4 NOTICIAS-

Schubeck, Toyota

**5 SABADO POR LA
NOCHE**

7 NOTICIAS-

Dunphy, Little

9 EN BUSCA DE...

11 LOS JEFFERSON-

Comedia

**13 SHOW DE BENNY
HILL-** Comedia inglesa

28 REPORTAJE

**BURSATIL DE LOUIS
RUKEYSER**

**34 NOCHE A NOCHE
11:30**

**2 LOS INVESTIGA-
DORES HART-** Aventuras

**4 EL SHOW DE
ESTA NOCHE**

7 LINEA NOCTURNA-
Con Ted Koppel

9 USTED LO PIDIO

11 LA PAREJA

DISPAREJA- Comedia

13 MARY HARTMAN-
Comedia

12:00

**5 DIVERSION ESTA
NOCHE**

9 PELICULA

(Intriga) "Domingo" 1971. Mark Leonard, John Russell. Aventura de espionaje, intriga y suspense.

11 PELICULA

(Drama) "Historia Detectivesca" 1951. Lee Grant, Kirk Douglas. Un detective neoyorkino toma la justicia en sus manos.

**13 AMOR AL ESTILO
AMERICANO-** Comedia

12:30

**4 DAVID LETTERMAN
A MEDIANOCHE**

5 PAREJAS-

Asuntos conyugales

**7 PERFIL DE
NOTICIAS ABC**

**13 AMOR AL ESTILO
AMERICANO-** Comedia

12:45

2 PELICULA

1:00

5 PELICULA

(Drama) "Furia en el desierto" 1947. Elizabeth Scott, Burt Lancaster.

7 PELICULA

(Comedia) "Fireball 500" 1966. Frankie Avalon, Annette Funicello.

13 PELICULA

(Suspense) "Anatomía del Terror" 1973. Paul Burke, Polly Bergen.

34 DESPEDIDA

1:30

**4 NOTICIERO
NOCTURNO NBC**

2:00

2 NOTICIAS CBS

JUEVES

16 de junio de 1983

MAÑANA

6:30

2 NOTICIERO

MATUTINO CBS

4 AHORA TEMPRANO

5 GALERIA

**9 FRANCAMENTE
FEMENINA**

**11 LOS SUPERSO-
NICO-** Caricaturas

**13 KARNAVAL DE
KARICATURAS**

**28 REPORTAJE
MACNEIL LEHRER**

7:00

2 NOTICIERO

MATUTINO CBS

4 HOY DIA

5 CLUB 700

7 BUENOS DIAS

AMERICA- Entrevistas

9 FROOZLES- Infantil

11 EL HOMBRE

ARAÑA- Caricaturas

13 HORA DE TOM Y

JERRY- Caricaturas

28 REPORTAJE

BURSATIL

34 LA BUENA VIBRA

Programa de ejercicios con sus anfitriones Stefanie y Fitó Girón.

7:30

9 HAY UN CAMINO-
Religión

**11 ADORABLES MONS-
TRITOS-** Caricaturas

**28 YOGA PARA LA
SALUD**

34 NOTICIERO S.I.N.

8:00

9 JIM BAKKER-

11 FLIPPER- Aventuras

13 SCOOPY DOO-

Caricaturas

28 EL BARRIO DEL

SR. ROGERS- Infantil

34 GABRIEL Y

GABRIELA- Telenovela

8:30

5 LEAVE IT TO

BEAVER- Comedia

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JUEVES

mañana

Continuación

11 EL GENTIL BEN-

Infantil

13 LA PANTERA ROSA-

Caricaturas

26 LA COMPAÑIA

ELECTRICA-Infantil

28 HOY MISMO-

Variedades

9:00

2 PIRAMIDE \$25,000

Concurso

4 LOS HECHOS DE

LA VIDA-Comedia

5 EL SHOW DE

RICHARD SIMMONS

7 LOS ANGELES A.M.

EJERCICIOS

MATUTINOS

11 EL HOMBRE

NUCLEAR-Aventuras

13 GREAT SPACE

COASTER-Caricaturas

28 PLAZA SESAMO-

Infantil

9:30

2 JUEGO INFANTIL

4 VENTA DEL SIGLO

5 EJERCICIOS DE

20 MINUTOS-

Instructora

Annie

Schumacher

9 LOS ANGELES POR

LA MAÑANA

13 HECHIZADA-

Comedia

10:00

2 EL PRECIO ES

CORRECTO-Concurso

4 RUEDA DE LA

FORTUNA-Concurso

5 EMERGENCIA-

Aventuras

7 EL BUQUE DEL

AMOR-Comedia

11 MISION IMPOSIBLE

13 HECHIZADA-

Comedia

28 FUENTE DE

ENERGIA

Serie diseñada para motivar a los niños a responsabilizarse por su salud y bienestar.

34 MUNDO LATINO-

Variedades

10:30

4 CASA IDEAL

13 AMOR AL ESTILO

AMERICANO-Comedia

28 REVISANDO

Programa para jóvenes adultos con atención especial en lo que concierne a los 20 millones de hispanos en América.

11:00

2 YOUNG AND THE

RESTLESS

4 GUERRA ESTELAR

6 BONANZA-Oeste

7 FAMILY FEUD

Concurso

9 EL SANTO-Aventuras

11 LOS HEROEES DE

HOGAN-Comedia

13 EL DOCTOR

MARCUS WELBY-Serie

28 COMPAÑIA

ELECTRICA-Infantil

34 LA VENGANZA-

Tele-novela

11:30

4 SEARCH FOR

TOMORROW-Serie

7 RYAN'S HOPE-Serie

11 SUR DE

CALIFORNIA AL

MEDIODIA

28 REPORTAJE

MACNEIL LEHRER

TARDE

12:00

2 TATTLETALES-

Concurso

4 DAYS OF OUR

LIVES-Serie

5 LA DIMENSION

DESCONOCIDA-Misterio

7 ALL MY CHILDREN-

Serie

9 PELICULA

(Comedia) "Zenobia" 1939.

Stan Laurel, Oliver Hardy. El

doctor de una pequeña

ciudad atiende a una elefan-

ta enferma, quien luego lo

persigue a todos lados.

13 PELICULA

(Drama) "El camino fácil"

1952. Cary Grant, Betsy

Drake. La esposa de un

ingeniero en una pequeña

ciudad, agrega jóvenes

desamparados a su familia.

28 EL SHOW DE DICK

CAVETT-Entrevistas

12:30

2 AS THE WORLD

URNS-Serie

5 LA DIMENSION

DESCONOCIDA-Misterio

28 OVER EASY-

Entrevistas

34 EL CHAPULIN

COLORADO

Comedia producida en

México con Roberto Gómez

Bolaños.

1:00

4 ANOTHER WORLD-

Serie

5 HITCHCOCK

PRESENTA

7 ONE LIFE TO LIVE-

Serie

11 UN PASO AL MAS

ALLA-Suspense

28 MATINE EN EL

BIJOU

34 EL SHOW DE

EDUARDO II

Comedia mexicana con

Eduardo Manzano.

GALAVISION

"La Madrastra" Novela

1:30

2 CAPITOL-Serie

5 HITCHCOCK

PRESENTA

9 NOTICIAS-

Hank Plante

2:00

2 GUIDING LIGHT-

Serie

4 FANTASIA

5 REVISTA DE LA

HORA

7 HOSPITAL

GENERAL-Serie

9 IRONSIDE-Aventuras

11 EL SHOW DE CAROL

BURNETT-Comedia

13 VICTORIA EN EL

OCEANO-Documental

34 LOS ANGELES

AHORA

GALAVISION

"XETU"-Variedades

2:30

11 TODOS EN LA

FAMILIA-Comedia

13 SUPERMAN-

Aventuras

CONTINUA

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SABADO 9-6**

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JUEVES

Continuación

28 ESTA VIEJA CASA
Serie con renovación para el hogar.

34 UNA LIMOSNA DE AMOR-Telenovela
GALAVISION

3:00

2 BARNABY JONES-Serie

4 EL SHOW DE PHIL DONAHUE

5 STARKY Y HUTCH-Aventuras

7 EDGE OF NIGHT-Serie

9 KOJAK-Aventuras
11 LOS WALTON-Serie
13 PEDRO PICAPIEDRA Y SUS AMIGOS

28 ESTA VIEJA CASA
Serie de renovación para el hogar.

34 AL FINAL DEL ARCOIRIS

Serie dramática estelarizada por Olga Breeskin y Martín Cortés.

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3:30

7 EL TRIBUNAL DE LA GENTE-Documental

13 KARNAVAL DE KARICATURAS

28 CACEROLAS AL OESTE
Programa de cocina al estilo oeste.

4:00

2 BARNEY MILLER-Serie

4 NOTICIAS-Kelly, Perkins

5 LA DIMENSION DESCONOCIDA-Misterio

7 NOTICIAS-Little y Dunphy

9 QUE ESTA PASANDO?-Comedia

11 EL SHOW DE MERV GRIFFIN

13 SCOOPY DOO-Caricaturas

28 EL BARRIO DEL SR. ROGERS-Infantil

34 QUIERO GRITAR TU NOMBRE-Telenovela

4:30

2 NOTICIAS-Connie Chung

5 ENTRENAMIENTO ESTA SEMANA

7 NOTICIAS ABC

9 QUE ESTA PASANDO?-Comedia

13 LOS SUPERAMIGOS-Caricaturas

28 PLAZA SESAMO-Infantil

5:00

2 NOTICIAS-Hill, Story

4 NOTICIAS-Schubeck y Toyota

5 LA CASITA EN LA PRADERA-Aventuras

7 NOTICIAS-Moyer, Martin

9 MV-3-Especial Musical

11 LA FAMILIA BRADY-Comedia

13 HECHIZADA-Comedia

18 LUPITA-Telenovela con Angélica Vale

34 MARTHA Y JAVIER
Serie venezolana que se desarrolla en una escuela médica.

5:30

11 LA FAMILIA BRADY-Comedia

13 HECHIZADA-Comedia

28 LA COMPAÑIA ELECTRICA-Infantil

GALAVISION

"Dancin' Days" Novela

NOCHE

6:00

2 NOTICIAS-Connie Chung, Jess Marlow

4 NOTICIAS-Schubeck, Lange

5 LA MUJER MARAVILLA-Aventuras

7 NOTICIAS-Dunphy, Lund

9 EL ALGUACIL LOBO Y B.J.

B.J. se ve envuelto con una linda y atrevida motociclista.

11 S.W.A.T.-Aventuras

18 NOVELAS DE AMERICA

28 OVER EASY-Entrevistas

34 NOTICIERO
Noticias y deportes locales y regionales con Eduardo Quezada y Jorge Berry.

6:30

18 ENTRE AMIGOS-Con J. López Moctezuma

28 EL SHOW DE DICK CAVETT

La cantante Cher es la invitada.

34 NOTICIERO NACIONAL S.I.N.

Noticias nacionales con Guillermo Restrepo y Teresa Abate.

7:00

2 NOTICIAS DE LA CBS-Dan Rather

4 NOTICIAS DE LA NBC-Mudd, Brokaw

5 KUNG FU-Aventuras

7 NOTICIAS DE LA ABC-Reynolds

9 LA MUJER POLICIA

Siguiendo las pistas del asesinato de un periodista, los sergentes Anderson y Crowley descubren corrupción en el gobierno, pero casi pierden la oportunidad de capturar al asesino.

11 THREE'S COMPANY-Comedia

13 JOKER'S WILD-Concurso

18 APLAUSO-Variedades musicales

28 REPORTAJE BURSATIL

34 SOLEDAD

Serie dramática con Libertad Lamarque.

7:30

2 DOS POR LA CIUDAD

Steve Edwards y Melody Rogers examinan algunos de los prósperos negocios en Los Angeles y los jóvenes emprendedores que los comenzaron; luego los preparativos para las olimpiadas.

4 FAMILY FEUD-Concurso

7 OBSERVANDO L.A.

11 DE DIA A DIA-Comedia

13 TIC TAC DOUGH

28 REPORTAJE MACNEIL LEHRER

34 CHIQUILLADAS
Programa de variedad presentando el talento joven.

8:00

2 MAGNUM I.P.

Debido a un accidente, Higgins es encarcelado y Magnum busca el verdadero responsable.

4 FAMA

Doris trata de organizar el "Día de la Amistad"; Julie y Bruno reciben explicaciones acerca de los hechos de la vida.

5 PELICULA

(Oeste) "Texas al otro lado del río" 1966. Alain Delon, Dean Martin. Un joven de la nobleza española es acusado de un crimen que no cometió y huye a Texas.

7 CONDO-Serie

9 PELICULA

(Drama) "Aventuras del Crucero" 1975. Robert Stack, Ralph Bellamy. Un barco de lujo es amenazado de destrucción como parte de una venganza mortal.

11 REVISTA P.M.

Un asombroso tratamiento para presión alta sin necesidad de cirugía, una técnica que está ayudando a muchas personas; visita al Castillo de Coral en Florida.

13 CINE CON NATALIE WOOD

(Musical) "Gipsy" Natalie Wood, Rosalind Russell. Una madre ambiciosa que no logró la fama, impulsa autoritariamente a su hija para que llegue a ser una estrella del desnudo.

15 AVANCES FILMICOS

Neal Gabler y Jeffrey Lyons mostrando lo más sobresaliente en el ámbito del séptimo arte.

34 NO EMPUJEN

Programa cómico con la animación de Raúl Astor.

8:30

7 LA NUEVA PAREJA DISPAREJA

Cuando Felix es confrontado por un boxeador, Oscar acude en su ayuda.

11 TODOS EN LA FAMILIA-Comedia

28 PERIODISMO INTERNO

Revista semanal que examina la forma en que la prensa americana arregla las noticias para ser asimiladas por el público. Hodding Carter es el anfitrión de este programa, él es ahora corresponsal y fue vocero del Departamento de Estado.

34 NOCHE DE GALA

9:00

2 SIMON Y SIMON

Rick y A.J. deben recuperar una valiosa pintura que fue robada.

4 GIMME A BREAK

El jefe despide a una oficial después de haber visto sus fotos en una revista de mujeres al desnudo.

7 DEMASIADO CERCA PARA SER CONFORTABLE

11 VEGAS-Serie

28 MISTERIO!

"La Aguja" El detective privado Mike Gwilyn es contratado por un nervioso entrenador de caballos para que vigile a su caballo de

CONTINUA

JUEVES

Continuación

carreras. En breve, Mike encuentra un aguja hipodérmica en el establo.

9:30

4 CHEERS

Diane pone al descubierto a un hombre que afirma ser un espía.

7 SE REQUIEREN DOS

Comedia

34 GABRIEL Y GABRIELA

Telenovela dramática estelarizada por Ana Martín y Jose Martín de Hoyos.

10:00

4 HILL STREET BLUES

Dos radicales clandestinos son arrestados; un policía novato muere al ayudar a Belker.

5 NOTICIAS-

Fishman y Davidson

7 20/20

Reportajes de actualidad

9 NOTICIAS-

Roberts y Gordon

11 NOTICIAS

13 NOTICIAS

MUNDIALES-

O'Donnel y Shaw

28 EL MURO NORTE DEL EVEREST

Robert Redford es el anfitrión de este análisis a la primer expedición chino-americana que escaló el Everest por un sendero virgen a través de China. Entre el equipo de 16 alpinistas se incluirá a la primera mujer que intentó llegar a la cima más alta del mundo.

34 24 HORAS-Con el Lic.

Jacobo Lubudowsky

10:30

13 NOTICIAS MUNDIALES

10:45

34 NOTICIERO

Noticias y deportes locales y regionales.

11:00

2 NOTICIAS-

Chung y Marlow

4 NOTICIAS-

Schubeck, Toyota

5 SABADO POR LA NOCHE EN VIVO

7 NOTICIAS-

Lund y Dunphy

9 EN BUSCA DE...

11 LOS JEFFERSON-

Comedia

13 SHOW DE BENNY

Hill-Comedia Inglesa

28 REPORTAJE

BURSATIL

34 NOCHE A NOCHE

"Policías y Ladrones"

11:30

2 QUINCY-Drama

4 EL SHOW DE

ESTA NOCHE

Con Johnny Carson presentando a Robin Williams

7 TORNEO ABIERTO

DE GOLF

Eventos sobresalientes

9 USTED LO PIDIO

11 LA PAREJA

DISPAREJA

13 MARY HARTMAN-

Comedia

12:00

2 ESTA NOCHE

DIVERSION

7 LINEA NOCTURNA

Con Ted Koppel

9 PELICULA

(Comedia) "Sigue Gritando" 1967. Fantasmas, médicos locos, monstruos y vampiros se entretienen convirtiendo a la gente en piedra en una mansión del bosque.

11 PELICULA

(Aventura) "Pampa Salvaje" 1967. Robert Taylor, Ty Hardin. Una banda de rebeldes cabalga por el territorio argentino.

13 AMOR AL ESTILO AMERICANO-Comedia

12:30

4 DAVID LETTERMAN A MEDIANOCHE

Presentando a Frank Zappa.

12:45

2 CINE DE

MEDIANOCHE

"McCloud" Con Dennis Weaver.

1:00

5 PELICULA

(Oeste) "Wells Fargo" 1937. Frances Dee, Joel McCrea. Un oficial arruina su vida conyugal durante la construcción del servicio Wells Fargo.

7 PELICULA

(Drama) "Un aplauso para la damita" 1966. Henry Fonda, Joanne Woodward. La esposa de un apostador recupera los ahorros de toda una vida perdidos por su esposo en un juego de barajas.

13 NOTICIAS

MUNDIALES

34 DESPEDIDA

1:30

4 NOTICIERO NOCTURNO NBC

13 PELICULA

(Misterio) "Cita con el crimen" 1975. Joanna Pettet, Freddie Jones. La esposa de un detective británico investiga el caso de una actriz asesinada.

2:00

2 NOTICIERO CBS

11 TOM COTTLE DE CERCA

2:30

7 NOTICIAS

11 NOTICIAS CNN

3:00

5 PELICULA

(Oeste) "La Reina de los Bandidos" 1951. Barbara Britton, Willard Parker.

11 PELICULA

(Drama) "Marjorie Morningstar" 1958. Natalie Wood, Gene Kelly. Una joven pareja y su dilema ante el deseo y los valores morales.

4:30

5 YO ESPIO-

5:00

7 PINTURA

DECORATIVA

5:30

5 ESTUDIO A LA

PALABRA-Religión

7 AMANECER EN

LOS ANGELES

11 NOTICIAS

5:45

28 REPORTE

METEOROLOGICO



17 de junio de 1983

MAÑANA

6:00

2 DOS CONTIGO

Asuntos de discusión pública, eventos y puntos de interés que conciernen a la comunidad del Sur de California.

4 CAMPO DE SALUD

5 VILLA ALEGRE

7 NOTICIAS

MATUTINAS NBC

9 COMMUNITY

FEEDBACK-

Con Fernando del Río

11 NOTICIAS

13 AULA DE JUEGOS-

Infantil

28 PRESENTE!

"La Canción Romántica" La popular cantante Raquel Ortiz, interpreta románticas baladas y boleros, además

de rendirle homenaje a la compositora latinoamericana Silvia Rexach.

6:30

2 NOTICIERO

MATUTINO CBS

4 AHORA TEMPRANO

5 MUJER DE LOS 80

9 PRIME TIME

Asuntos de interés para personas jubiladas.

13 KARNAVAL DE

KARICATURAS

CONTINUA



ABOGADO Arturo Kay

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• Manejando en estado de ebriedad

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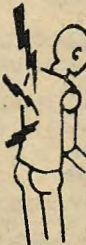
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ESPECIALIZADO EN

MATERNIDAD Y CIRUGIA



11865 Inglewood

9A.M. A 5:30P.M.

LUNES A VIERNES

SABADO 9 A.M. A 5 P.M.

DENTISTA FAMILIAR

Eui Kwan Kim D.D.S.

• EXTRACCION

• RELLENOS

• RAYOS - X

• CORONAS

• LIMPIEZA

• REPARACION INMEDIATA

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HORARIO: Lun-Vier 9AM-6PM • Sab. 9AM-2PM



Viernes

mañana

Continuación

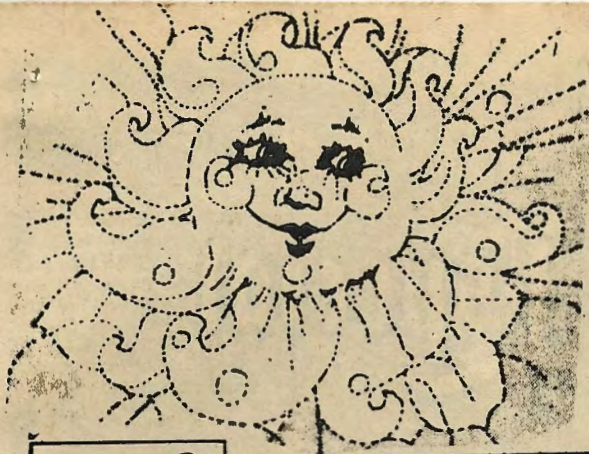
- 11 LOS SUPER-SONICOS**-Caricaturas
28 REPORTAJE DE MACNEIL LEHRER
7:00
2 NOTICIERO MATUTINO CBS
4 HOY DIA
5 CLUB 700
7 BUENOS DIAS AMERICA-Entrevistas
9 FROOZLES-Infantil
11 EL HOMBRE ARAÑA Caricaturas
13 TOM Y JERRY-Caricaturas
28 REPORTAJE BURSATIL
34 LA BUENA VIBRA Programa de ejercicios
7:30
9 HAY UN CAMINO-Religión
11 ADORABLES MONSTRUITOS-Caricaturas
28 YOGA PARA LA SALUD
34 NOTICIERO NACIONAL S.I.N.
8:00
9 JIM BAKKER-Religión
11 FLIPPER-Aventuras
13 SCOOPY DOO-Caricaturas
28 EL BARRIO DEL SR. ROGERS-Infantil
34 GABRIEL Y GABRIELA Serie dramática estelarizada por Ana Martín y José Martín de Hoyos.
8:30
5 LEAVE IT TO BEAVER-Comedia
11 EL GENTIL BEN-Infantil
13 EL SHOW DE LA PANTERA ROSA-Caricaturas
28 LA COMPAÑIA ELECTRICA-Infantil
34 HOY MISMO
9:00
2 PIRAMIDE \$25,000
4 LOS HECHOS DE LA VIDA-Serie
5 EL SHOW DE RICHARD SIMMONS
7 LOS ANGELES A.M.
9 EJERCICIOS MATUTINOS
11 EL HOMBRE NUCLEAR-Aventuras
13 GREAT SPACE COASTER-Caricaturas
28 PLAZA SESAMO-Infantil
9:30
2 JUEGO INFANTIL
4 VENTA DEL SIGLO
5 EJERCICIOS DE 20 MINUTOS Instructora Arline Wright.
9 LOS ANGELES POR LA MAÑANA
13 HECHIZADA-Comedia
10:00
2 EL PRECIO ES CORRECTO

- 4 LA RUEDA DE LA FORTUNA**-Concurso
5 EMERGENCIA-Aventuras
7 EL BUQUE DEL AMOR-Comedia
11 MISION IMPOSIBLE-Aventuras
13 HECHIZADA-Comedia
28 FUENTE DE ENERGIA Serie diseñada para motivar a los niños a responsabilizarse por su salud y bienestar.
34 MUNDO LATINO-Variedades
10:30
4 CASA IDEAL
13 AMOR AL ESTILO AMERICANO-Comedia
28 REVISANDO Programa para jóvenes adultos con especial atención en lo que concierne a los 20 millones de hispanos en America.
11:00
2 YOUNG AND THE RESTLESS-Serie
4 GUERRA ESTELAR
5 BONANZA-Oeste
7 FAMILY FEUD-Concurso
9 EL SANTO-Aventuras
11 LOS HEROES DE HOGAN-Comedia
13 EL DOCTOR MARCUS WELBY-Serie
28 LA COMPAÑIA ELECTRICA-Infantil
34 LA VENGANZA-Telenovela
11:30
4 SEARCH FOR TOMORROW-Serie
7 RYAN'S HOPE-Serie
11 EL SUR DE CALIFORNIA AL MEDIODIA
28 REPORTAJE DE MACNEIL LEHRER
TARDE
12:00
2 TATTLETALES-Concurso
4 DAYS OF OUR LIVES-Serie
5 LA DIMENSION DESCONOCIDA-Misterio
7 ALL MY CHILDREN
9 PELICULA (Ciencia ficción) "Godzilla contra el monstruo cósmico" 1976. Película japonesa.
13 PELICULA (Drama) "Te veré en mis sueños" 1952. Doris Day, Danny Thomas. La vida y música de uno de nuestros más queridos escritores musicales, Gus Khan.
28 EL SHOW DE DICK CAVETT
12:30
2 AS THE WORLD TURNS-Serie
5 LA DIMENSION DESCONOCIDA-Misterio
28 OVER EASY-Entrevistas
34 EL CHAVO-Comedia
1:00
4 ANOTHER WORLD

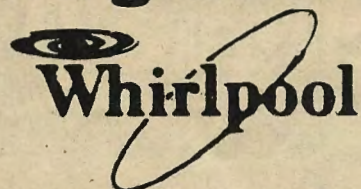
- 5 HITCHCOCK PRESENTA**
7 ONE LIFE TO LIVE-Serie
11 UN PASO AL MAS ALLA-Suspense
28 MATINE EN EL BIJOU
34 EL SHOW DE EDUARDO II Comedia mexicana con Eduardo Manzano.
GALAVISION "La Madrastra" Novela
1:30
2 CAPITOL-Serie
5 HITCHCOCK PRESENTA
2:00
2 GUIDING LIGHT-Serie
4 FANTASIA
5 REVISTA DE LA HORA-Variedades
7 HOSPITAL GENERAL-Serie
9 IRONSIDE-Aventuras
11 EL SHOW DE CAROL BURNETT-Comedia
13 VICTORIA EN EL OCEANO-Documental
34 LOS ANGELES AHORA-Asuntos publicos
GALAVISION "XETU"
2:30
11 TODOS EN LA FAMILIA-Comedia
13 SUPERMAN-Aventuras
28 ESTA VIEJA CASA Ideas de renovación para el hogar.
34 UNA LIMOSNA DE AMOR-Telenovela
GALAVISION
3:00
2 BARNABY JONES-Serie
4 PHIL DONAHUE-Entrevistas
5 STARKY Y HUTCH-Aventuras
7 EDGE OF NIGHT-Serie
9 KOJAK-Aventuras
11 LOS WALTON-Serie
13 LOS PICAPIEDRA Y SUS AMIGOS-Caricaturas
28 ESTA VIEJA CASA Ideas de renovación para el hogar.
34 AL FINAL DEL ARCOIRIS Serie dramática estelarizada por Olga Breeskin y Martin Cortés.
3:30
7 EL TRIBUNAL DE LA GENTE-Documental
13 KARNAVAL DE KARICATURAS
28 CACEROLAS AL OESTE Programa de cocina al estilo oeste.
4:00
2 BARNEY MILLER-Comedia
4 NOTICIAS-Lange, Perkins
5 LA DIMENSION DESCONOCIDA-Misterio

- 7 NOTICIAS**-Little y Dunphy
9 QUE ESTA PASANDO?-Comedia
11 EL SHOW DE MERV GRIFFIN-Entrevistas
13 SCOOPY DOO-Caricaturas
28 EL BARRIO DEL SR. ROGERS-Infantil
34 QUIERO GRITAR TU NOMBRE-Telenovela
4:30
2 NOTICIAS-Connie Chung
5 ESTA NOCHE ENTRETENIMIENTO
7 NOTICIAS ABC
9 QUE ESTA PASANDO?-Comedia
13 LOS SUPERAMIGOS Caricaturas
28 PLAZA SESAMO-Infantil
5:00
2 NOTICIAS-Story, Hill
5 NOTICIAS-Toyota, Schubeck
5 LA CASITA EN LA PRADERA-Aventuras
7 NOTICIAS-Moyer, Martin
9 MV-3 Musical
11 LA FAMILIA BRADY-Comedia
13 HECHIZADA-Comedia
18 LUPITA-Telenovela con Angélica Vale.
34 MARTHA Y JAVIER Serie venezolana
5:30
11 LA FAMILIA BRADY-Comedia
13 HECHIZADA-Comedia
28 LA COMPAÑIA ELECTRICA-Infantil
NOCHE
6:00
2 NOTICIAS-Jess Marlow, Connie Chung
4 NOTICIAS-John Schubeck, Kelly Lange
5 LA MUJER MARAVILLA-Aventuras
7 FUTBOL USFL Los equipos serán anunciados.
9 EL ALGUACIL LOBO Y B.J. El senador Flowers muere el día de la elección en Orly y su campaña trata de ocultar la noticia hasta que la votación sea cerrada.
11 S.W.A.T.-Aventuras
13 HAWAI 5-0-Aventuras
18 NOVELAS DE AMERICA
28 OVER EASY-Entrevistas
34 NOTICIERO Noticias y deportes locales y regionales con Eduardo Quezada y Jorge Berry.
6:30
18 ENTRE AMIGOS-Con J. López Mochtezuma
28 EL SHOW DE DICK CAVETT La cantante Cher es la invitada.

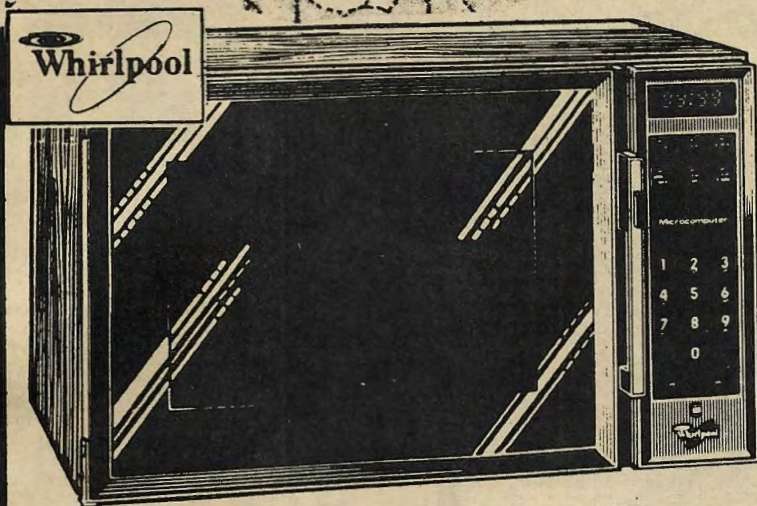
- 34 NOTICIERO NACIONAL** Noticias nacionales con Guillermo Restrepo y Teresa Abate.
7:00
2 NOTICIAS DE LA CBS-Dan Rather
4 NOTICIAS DE LA NBC-Mudd Brokaw
5 KUNG FU-Aventuras
9 LA MUJER POLICIA Pasando por una pareja millonaria sin hijos, los sargentos Pepper y Crowley vuelan a México para descubrir una banda de vendedores de bebés.
11 THREE'S COMPANY Comedia
13 JOKER'S WILD-Concurso
18 ESPECTACULAR MUSICAL Con Rafaela Carra.
28 REPORTAJE BURSATIL
34 SOLEDAD Serie dramática con Libertad Lamarque.
7:30
2 DOS POR LA CIUDAD Steve Edwards y Melody Rogers dan un vistazo a algunos programas de vacaciones en México; luego la más novedosa gama de ropa unisex.
4 FAMILY FEUD-Concurso
11 DE DIA A DIA-Comedia
13 TIC TAC DOUGH-Concurso
28 REPORTAJE DE MACNEIL LEHRER
34 CHARYTIN Programa musical presentando a la bella Charytin.
8:00
2 LOS DUQUES DE HAZZARD Bo y Luke son acusados de haberse apropiado de algo que no les pertenecía.
4 LOS PODERES DE MATTHEW STAR Matthew y Walt asaltan un banco para poder ayudar a la tía de Wymore.
5 PELICULA (Misterio) "El Rabino Durmio Aquí" 1976. Art Carney, Janis Paige. Un policía irlandés y un rabí, forman una alianza para resolver la muerte de una joven sirvienta.
11 REVISTA P.M. Visita a una clínica para curar a los desfilarradores que no saben cómo usar su dinero sin derrocharlo.
13 CINE CON NATALIE WOOD "Daisy Clover por dentro" 1966. Natalie Wood, Christopher Plummer. Historia del gran triunfo estelar de una joven y las complicaciones que surgieron debido a su incapacidad de adaptarse a la sociedad de Hollywood.
28 RESEÑA SEMANAL DE WASHINGTON Paul Duke presenta a los más importantes correspondientes, analizando las noticias de la semana.
CONTINUA



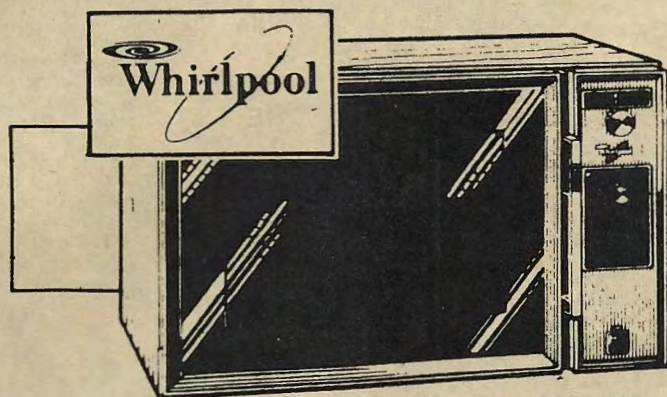
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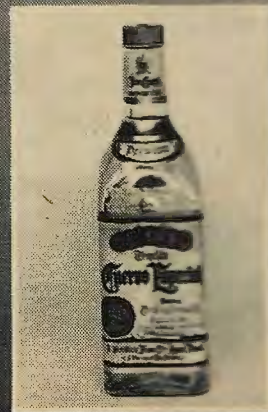
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Viernes

Continuación

8:30

11 MILLER'S COURT 28 SEMANA EN WALL STREET

Louis Rukeyser analiza la década semanal de asuntos económicos e inversiones.

34 S.I.N. PRESENTA- "Verano Azul"

9:00

2 DALLAS-Serie 4 KNIGHT RIDER 9 BENSON

El gobernador y Benson creen haber estado a bordo de un objeto volador no identificado.

11 VEGAS-Serie 28 COSMOS

"La Vida de las Estrellas" Con la ayuda de animación por computadora y asombroso arte astronómico, se muestra el nacimiento, vida y muerte de las estrellas. El Dr. Sagan usa a los personajes de "Alicia en el País de las Maravillas" para que los televidentes comprendan el origen y naturaleza de emocionantes fenómenos celestes.

9:30

7 AT EASE!-Serie 9 CELEBRIDADES DE EBANO 34 GABRIEL Y GABRIELA-Telenovela

10:00

2 FALCON CREST- Serie 4 EISCHEID

Eisheid piensa que el hombre al que capturó 15 años atrás, es el responsable de varios delitos contra juveniles.

5 NOTICIAS-

Fishman y Davidson

7 HOLLYWOOD DE CERCA

9 NOTICIAS-

Roberts y Gordon

11 NOTICIAS-

Reading, Thomas

13 NOTICIERO

MUNDIAL

28 RESUMEN

SEMANAL DE L.A.

34 24 HORAS-Con el Lic.

Jacobo Zabudowsky

10:30

7 ESO ES HOLLYWOOD 13 NOTICIERO MUNDIAL

O'Donnel y Shaw

28 RESUMEN

SEMANAL DE

CALIFORNIA

10:45

34 NOTICIERO

Noticias y deportes locales y regionales.

11:00

2 NOTICIAS-

Marlow y Chang

4 NOTICIAS-

Schubeck, Toyota

5 SABADO POR

LA NOCHE

7 NOTICIAS-

Dunphy, Little

9 EN BUSCA DE...

11 LOS JEFFERSON-

Comedia

13 SHOW DE BENNY

HILL-Comedia inglesa

28 REPORTAJE

BURSATIL

34 NOCHE A NOCHE

"La Pícaro Soñadora"

11:30

2 PELICULA

4 EL SHOW DE

ESTA NOCHE

7 LINEA NOCTURNA-

Con Ted Koppel

9 USTED LO PIDIO

11 LA PAREJA

DISPAREJA

Comedia

13 MARY HARTMAN-

Comedia

28 EL SHOW DE

DAVID SUSSKIND

"Seminarios y Conventos sin Discipulos" Novicias y seminaristas han ido abandonando la iglesia católica en años recientes sin haber llegado a pronunciar sus votos.

12:00

5 DIVERSION ESTA NOCHE

7 NOTICIAS

9 PELICULA

(Horror) "El Mirón" 1963. Moira Shearer, Anna Massey. Un sicópata asesino fotografía las expresiones de terror en los rostros de sus víctimas.

11 PELICULA

(Suspense) "La Isla de los Quemados" Christopher Lee, Peter Cushing. Los científicos estudian las razones por las que la temperatura de su isla ha aumentado en forma monstruosa.

13 AMOR AL ESTILO AMERICANO-Comedia

12:30

4 CADENA SCTV

5 PAREJAS

Discusiones de asuntos conyugales.

7 PERFIL DE

NOTICIAS ABC

13 DINERO!

1:00

5 AMERICA'S TOP

TEN-Musical

7 PELICULA

(Ciencia ficción) "Planeta Tierra" 1974. John Saxon, Diana Muldaur. Un astronauta del siglo 20 es transportado al siglo 22 donde una sociedad dominada por mujeres, lo convierte en su esclavo.

13 PELICULA

(Drama) "El asesino del clavel"

34 DESPEDIDA

1:30

5 ODISEA 1999

Ciencia ficción

2:00

2 PELICULA

"El Sr. Smith llega a Washington" 1939. Jean Arthur, James Stewart. Un tipo ingenuo se convierte en senador.

4 NOTICIERO

NOCTURNO NBC

11 UNA VELADA

IMPROVISADA

2:30

5 ODISEA 1999

Ciencia ficción

7 NOTICIAS

3:00

11 TOM COTTLE DE CERCA

3:30

5 PELICULA

(Aventura) "La Reina del Amazonas" 1947. Patricia Morison, Robert Lowery. Al ir en busca de su novio, una chica es capturada por una tribu de mujeres que gobiernan en la jungla.

11 NOTICIAS CNN

4:00

2 PELICULA

"Una dulce canción antigua" 1976. Robert Hooks, Cicely Tyson. Después de pasar 2 semanas de vacaciones en el sur, la vida de una familia negra de Detroit, se transforma.

11 PELICULA

(Horror) "Nunca me verás" 1959.

4:45

5 YO ESPIO-

Aventuras

5:00

11 EYESAT

Sabado

18 de junio de 1983

MAÑANA

6:00

2 CAPITAN CANGURO

4 SERENDIPITY

7 ESTA ESCRITO

9 CHARLA

ADOLESCENTE

11 BUENOS DIAS

LOS ANGELES

13 EL VIÑEDO DEL

SABADO POR LA

MAÑANA

6:30

4 LOS BEISBOLISTAS

Lecciones de béisbol.

5 PONIENDO DE

EJEMPLO

7 DENTRO DEL JAPON

"Provincia: La gente de crisantemo".

9 CONOZCA A LOS ALCALDES

11 RELIGION EN T.V.

Entrega de premios de los medios de comunicación masiva para los programas de televisión.

7:00

2 LA CASITA DE DUSTY EN EL ARBOL

4 LOS PICAPIEDRA-

Caricaturas

5 LA GRAN CANICA AZUL

La niñez y la juventud de varios países del mundo, mostrando su estilo de vida y las costumbres en sus naciones.

7 LOS SUPERAMIGOS

Caricaturas

9 IMPROVISANDO

13 PRIMERA PERSONA

28 YOGA PARA LA

SALUD

34 LA BUENA VIBRA

Programa de ejercicios.

7:30

2 PANDAMONIUM-

Infantil

4 SHIRTTALES

5 DR. SNUGLES

7 PAC MAN, LITTLE

RASCALS Y RICHIE

RICH-Caricaturas

9 CAMPEONATO DE

RODEO

Presentando las super-estrellas del rodeo.

7 ESTA SEMANA EN

BEISBOL

28 LA GRAN CANICA

AZUL-Infantil

34 SOMOS Y SEREMOS

Programa religioso con el Padre Juan Matas.

8:00

2 ESPAGUETI CON

ALBONDIGAS

4 SMURFS-Infantil

5 EL TEATRO DE

GENE AUTRY

"Luna en la Pradera" 1938.

11 MI BELLA GENIO-

Comedia

CONTINUA



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No hay problema por más grande que sea que ella no pueda solucionar. Con sólo una visita usted se convencerá. Sus oraciones lo harán encontrar la felicidad. Visítela hoy mismo!

Se echa la baraja. Visítela y vera resultados a corto plazo.
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Hermana Sofia

Le ayuda en problemas de amor, negocios y familia. Una limpia le resolverá todo. Llámla hoy y encontrará la felicidad.

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espiritista

Tiene Ud. problemas en su hogar? Le va mal en su negocio? o en el amor? quiere deshacerse del vicio del alcohol o de cualquier vicio? o retirar algún mal desconocido? no lo piense más, consulte a esta espiritista dotada con grandes poderes de la ciencia oculta, para ayudarlo a encontrar el camino del éxito y felicidad.

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Sábado

Continuación

13 VIÑEDO DEL SABADO POR LA MAÑANA

28 MATINE EN EL BIJOU

34 HOY MISMO

Anfitriones: Guillermo Ochoa, Lourdes Guerrero y Juan Dosal en este programa de asuntos públicos, presentando noticias y variada información.

8:30

2 EL SHOW DE BUGS BUNNY Y EL CORRECAMINOS

9 SHOW JUVENIL

Nuevo programa que trata de los problemas que concierne a la juventud moderna.

11 LOS HEROES DE HOGAN-Comedia

9:00

5 AMERICA'S TOP TEN-Musical

7 LA HORA DE SCOOBY/SCRAPPY- DOO Y PUPPY

9 CHARLA ADOLESCENTE

11 MISION IMPOSIBLE-

Aventuras

13 ERNEST ANGLE- Religión

9:30

2 LOS DUQUES

4 EL SHOW DE GARY COLEMAN

5 GRAND PRIX

ALLSTARS

9 LUCHA LIBRE

28 DANZA AEROBICA

10:00

2 EL SHOW DE BUGS BUNNY Y EL CORRECAMINOS

4 BEISBOL DE LA LIGA MAYOR

Oakland vs. Chicago White Sox; o California vs. Toronto.

5 BEISBOL DE LA LIGA MAYOR

California vs. Toronto

7 LA HORA DE MORK Y MINDY/LAVERNE Y SHIRLEY/FONZ

11 EL HOMBRE NUCLEAR-Aventuras

13 ASISTENCIA MUNDIAL CRISTIANA

Documental de la Ayuda Internacional Cristiana.

28 TALLER DE MECANICA

El experto en mecánica Brad Sears con interesantísimos programas para aprendices entusiastas de mecánica.

34 TEATRO FANTASTICO

10:30

9 PELICULA

(Oeste) "Campeones de la justicia" Calyton Moore, Jay Silverheels. El Llanero Solitario y Tonto caen en la trampa de unos bandidos fugitivos, siendo acusados de asesinato y teniendo como únicos testigos a un niño de cinco años y a un anciano ciego.

28 LA COCINA DIARIA- Con Jacques Pepin

11:00

2 EL PLANETA DE GILLIGAN-Comedia

7 FIN DE SEMANA ESPECIAL ABC

"La Señorita Switch al rescate" Rupert y Amelia viajan al siglo XVII con su maestra la señorita Switch, una bruja buena.

11 SOUL TRAIN-

Musical

13 PELICULA

(Oeste) "Fuerte Fronterizo" 1951. Randolph Scott, David Brian. Un famoso pistolero decide pelear en contra de los desórdenes fronterizos mediante el periódico del pueblo.

28 COMIDA CHINA EN WOK

34 BURBUJAS-

Programa infantil mexicano.

11:30

2 EL NUEVO SHOW DEL GORDO ALBERTO

7 CAMPEONATO ABIERTO DE GOLF U.S.

Cobertura de la tercera ronda presentada desde el Oakmont Country Club, Oakmont, PA. (4 hrs.)

28 LOS GRANDES CHEFS DE NUEVA ORLEANS

Recorrido por las cocinas de los mejores chefs de Nueva Orleans.

TARDE

12:00

2 LA ESTRELLA NEGRA-Infantil

9 PELICULA

(Musical) "Hawai Azul" 1962. Elvis Presley, Angela Lansbury. Un soldado regresa a su hogar en Hawai y consigue un empleo con una agencia de turismo.

11 PELICULA

(Acción) "El duelo del Puño de Hierro" Ti Lung. Wang Pong estelariza este dramático episodio acerca de un muchacho con "manos mortíferas", quien trata de vengar el asesinato de su padre.

28 LA MAGIA DE LA PINTURA

Los televidentes podrán aprender cómo pintar graciosos animalitos.

34 FORO LOCO-

Programa infantil

12:30

2 FESTIVAL FILMICO INFANTIL

28 PROGRAMA DE COMPUTADORAS

Serie diseñada para examinar la tecnología de computadoras y mostrar cómo el conocimiento y operación de computadoras se está convirtiendo en requerimiento básico educacional.

1:00

2 EL MUNDO DE LOS NIÑOS-Infantil

4 BEISBOL DE LA LIGA MAYOR

Atlanta vs. San Francisco, o Cincinnati vs. Los Angeles.

5 MUSICA DE HOY Y DE SIEMPRE

Especial musical presentando entrevistas de superestrellas de la música.

13 PELICULA

"Por favor con mi esposa no!" 1966. Tony Curtis, Verna Lisi. Un mayor de la Fuerza Aérea descubre que uno de sus viejos compañeros está siendo demasiado amigable para con su esposa a quien él ha descuidado.

18 LUGAR SECRETO

Programa infantil en español

28 NOVA

"Umealit: Los cazadores de ballenas" La estrujante controversia entre los conservacionistas que han luchado varios años por salvar de la extinción al majestuoso mamífero marino y los balleneros esquimales que no creen poder sobrevivir sin cazar cierta especie de ballena.

34 TRIBUNA PUBLICA

Programa de asuntos públicos.

1:30

2 PELICULA

(Aventura) "Silencio" 1974. Will Geer, Ellen Geer. Un muchachito sordo, perdido en el bosque, es protegido por un ermitaño.

5 LA TROPA F-Infantil

18 PROGRAMA

RELIGIOSO-En español

34 LUCHA LIBRE

Lo mejor de lucha libre con Santiago Mena.

2:00

5 LA ISLA DE

GILLIGAN-Comedia

9 HARDY BOYS/

NANCY DREW-Aventuras

11 PELICULA

"Orgullo de St. Louis" 1952. Dan Dailey, Joanne Dru. Biografía del lanzador de béisbol Dizzy Dean, que sigue paso a paso su excelente carrera en el equipo St. Louis Cardinals.

18 BUENOS AMIGOS-

Con Elmer Bueno

28 CREATIVIDAD CON BILL MOYERS

Hoy: John Houston

34 FUTBOL INTERNACIONAL

2:30

5 LA ISLA DE

GILLIGAN-Comedia

18 PROGRAMA RELIGIOSO

En español

28 NAVEGANDO

3:00

2 DEPORTES SABATINOS CBS

Este programa presenta la pelea a diez rounds entre Gerry Cooney y Phillips Brown y el encuentro a doce rounds campeonato peso pluma entre Andy Ganigan y Jimmy Paul. (2 hrs.)

5 PELICULA

"Topper se va de viaje" 1939. Constance Bennett, Roland Young. Topper decide irse de viaje a la Riviera pero descubre que su amiga fantasma Marian Kirby decidió acompañarlo.

CONTINUA

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el amor que usted quiere yo prometo ayudarlo.
Quito el mal de su hogar y la sombra que le persigue. Puedo
ayudarlo en separaciones matrimoniales, le dare suerte para toda
la vida.
Una visita le convencerá. Lo pondre en el camino de la felicidad y la
dicha. Venga hoy mismo. Aseguro ayudarlo en su naturaleza
amorosa perdida, problemas de alcoholismo y demas sufrimientos
de la vida. No deje de venir hoy mismo para recibir ayuda.

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TAURUS
Abril 21 a Mayo 20
GEMINI
Mayo 21 a Junio 21
CANCER
Junio 22 a Julio 22
LEO
Julio 23 a Agosto 23
VIRGO
Agosto 24 a Sept.22



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Sept.23 a Oct.22
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Oct.23 a Nov.22
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Dic.22 a Enero 20
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Feb.20 a Marzo 20

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mantener su trabajo, si ha fracasado, como tener éxito, llamara a sus
amigos e enemigos por nombre, sin preguntarle una sola palabra. Ella le
dirá sus problemas, y que hacer con ellos. Reune a los separados. Ella
tiene el poder de Dios le ha dado para curar. Ella ha dedicado toda su vida
a este trabajo. Le GARANTIZAMOS remover malas influencias y mala
suerte. Una sola visita lo convencerá de que ella es Superior a cualquier
otra que Ud. haya visto! Ella le dará buena suerte con sus manos de
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Jerusalén con su primera visita.

Venga a verla hoy mismo para
solucionar sus problemas por completo

Tiene usted mala suerte? Problemas en sus negocios,
amor, matrimonio, con sus hijos?

Vea a "Madre Milagrosa", ella promete solemnemente
ayudarlo. No puede dormir por dolores de cabeza,
estomago, espalda o piernas? No se tenga lástima. Haga
algo al respecto.

Si usted está cansado de vivir en la pobreza mientras sus
amigos tienen lujosos hogares, modernos automóviles y
linda ropa, deje que esta poderosa señora le enseñe el
camino del éxito en todo lo que usted desea. (Suerte en
Bingo, barajas, carreras de perros, etc.) Le preocupan con-
diciones sobrenaturales, deudas, empleo o matrimonio?
Alégrese! Son bienvenidos todos aquellos quienes
necesitan ayuda.

Ella le hará recuperar la fe perdida y lo ayudará en su trabajo.

Haga que su deseo le sea otorgado
mediante Madre Milagrosa

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Esta Ud. pasando por
momentos difíciles? Sufrir?
Esta enfermo? Se siente
desdichado o no tiene suerte?
Si alguno de estos son sus
problemas llame de inmediato.

Hermana Margaret lo
ayudará! Ella reúne a los
separados no importa que tan
distantes se encuentren. Se
enamora de una persona

casada? Consultela, esta mujer aleja todo tipo
de malos espíritus y puede ayudarlo a conse-
guir el amor de la persona deseada.
Puede solucionar problemas tales como:
matrimonio, divorcio, negocios, empleo.

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Sábado

Continuación

9 LO MEJOR DE LOS ESPECIALES DE MEDIANOCHE
13 PELICULA
 (Acción) "Bruce Lee: Sus últimos días, sus últimas noches" 1979. Batty Ting Pei, Bruce Lee. La vida del Maestro de Kung Fu, Bruce Lee.
18 PROGRAMA RELIGIOSO
 Con Manuel Bonilla
28 DEPORTES DE AMERICA
 "Las Leyendas del Tenis" Con el anfitrión Ralph Jon Fritz.

3:30

7 REVISTA USFL

4:00

4 DEPORTES CON AL MCGUIRE

7 GRANDIOSAS LEYENDAS DEPORTIVAS

18 PROGRAMA RELIGIOSO

En español

9 PELICULA

(Acción) "Llámenme Dragón" 1978. Chen Kuan-Tai, Taen Ching. Un científico chino descubre una fórmula para elaborar comidas a bajo costo pero es secuestrado y torturado para que divulgue su descubrimiento.

11 PELICULA

(Musical) "Frankie y Johnny" 1966: Elvis Presley, Donna Douglas. Dos artistas a bordo de un crucero se aman, pero Frankie teme casarse con Johnny debido a que éste es jugador empedernido.

28 EN BUSCA DEL NILO

"Descubrimiento y Traición" James Mason como narrador.

34 PELICULA

"La Gran Aventura"

4:30

4 AGRICULTURA U.S.A.

7 PELICULA

(Aventuras) "La gran estafa de diamantes" 1974. Lee J. Cobb, Gig Young. Con cuatro millones de dólares en diamantes ocultos en sus maletas, cuatro ladrones semiprofesionales usan un autobús interestatal para escapar.

5:00

2 CAMINO A LOS ANGELES

4 FREE 4-ALL

Discusiones con Frank Kwan.

5 LOS ANGELES DE CHARLIE-Aventuras

13 SOLID GOLD-Musical

18 FELICIDAD

Con David Espinoza

26 EN TERRENO UNIVERSITARIO

George Fenneman presenta este enfoque semanal sobre la gente y eventos en universidades y colegios.

5:30

4 NOTICIAS-

Allison, Cruz

28 REPORTE DEL CONGRESO

5:45

34 CAMPEONATO INTERNACIONAL DE FUTBOL JUVENIL F.I.F.A. 1983

NOCHE

6:00

2 NOTICIAS CBS

4 NOTICIAS NBC

5 PELICULA

(Drama) "Kotch" 1971. Walter Matthau, Deborah Winters. Un viudo de 72 años de edad simpatiza con una adolescente embarazada sin esposo y compra una casa para ella y su bebé.

7 LATIDO DEPORTIVO ABC

9 SALUDO AL RITMO Y AL BLUES-Musical

11 VEGAS-Serie

13 PELICULA

(Drama) "La Resurrección de Zachary Wheeler" 1971. Angie Dickinson, Bradford Dillman. Después de un choque automovilístico, un candidato potencial a la presidencia, es llevado a una misteriosa clínica.

28 REINO SALVAJE EN AMERICA

En la ribera entre agua y tierra en donde abundan variadas especies de animales tales como venados, el pájaro airón, nutrias, etc.

6:30

2 NOTICIAS-

Becker, Sternoff

4 MARY TYLER MOORE-Comedia

7 NOTICIAS-

Henry, Ishimine

28 ENTRENAMIENTO CANINO A LA WOODHOUSE

Regresa Barbara Woodhouse para mostrar cómo se puede domesticar perros eficazmente.

7:00

2 EN BUSCA DE...

4 DEFIENDASE!

Con David Horowitz

7 HOLLYWOOD DE CERCA

11 RECUERDOS CON LAWRENCE WELK

28 REPORTAJE KCET

Foro de entrevistas en el campo de la investigación, discusiones y ensayos de lo que afecta a las diversas comunidades del Sur de California.

7:30

2 FIEBRE DE DANZA-

Musical

5 SHOW MUSICAL DE GLEN CAMPBELL

7 OBSERVANDO LOS ANGELES

28 PRESENTE!

"De Colores" Una jornada a través del caleidoscópico mundo del artista visual contemporáneo, con diversos artistas latinos y su obra que abarca pintura, artes

gráficas, electrónicas, de animación y video.

GALAVISION

"Boxeo de México"

8:00

2 SIETE ESPOSAS PARA SIETE HERMANOS

Evan, Ford, Guthrie y un vecino quedan atrapados en una excavación en que Daniel esperaba encontrar oro.

4 DIFF'RENT STROKES

Willis se muda de casa cuando el señor Drummond le prohíbe comportarse como los otros.

5 PELICULA

(Romance) "Hotel Paraíso" 1966. Gina Lollobrigida, Alec Guinness. Un francés elabora un plan para su idilio clandestino con su vecina.

7 T.J. HOOKER-Serie

9 CINE MACABRO DE ELVIRA

"El Palacio Embrujado"

1963. Vincent Price, Debra Paget. Una pareja llega a un pueblo de Nueva Inglaterra para abrir la ancestral casa del esposo que fue clausurada después de que un antepasado fue quemado por practicar hechicería.

11 MRS. AMERICA

Desde el glamoroso Hotel Hilton de Las Vegas, este espectáculo de talento, belleza y luces, es el único desfile nacional de belleza dedicado exclusivamente a los 51 millones de norteamericanas casadas.

13 CINE CON NATALIE WOOD

"Cash McCall" 1960. James Garner, Nina Foch. Un joven genio de las finanzas, se interesa en una compañía de plásticos al borde de la ruina y corteja a la hija de su propietario.

28 DIAMANTES EN EL CIELO

Los viajes aéreos para pasajeros podrían representar una de las más importantes revoluciones sociales de nuestra época. El anfitrión Julian Pettifer, examina el impacto del avión tanto en habitantes de regiones remotas, como los de las capitales del mundo. Hoy: "Cambiando al Mundo" (1a. de 7 partes).

34 SOLEDAD

Telenovela dramática con Libertad Lamarque.

8:30

4 CUCHARAS DE PLATA

Para defender el honor de su padre, Ricky permite que el buscapiques de la escuela lo provoque a una riña.

34 MI SECRETARIA-Comedia

9:00

2 CINEMA CBS

4 QUINCY-Serie

7 EL BUQUE DEL AMOR-Comedia

Con la actuación de Debbie Reynolds y Marilyn Michaels.

28 MISTERIO!

"La Aguja" El detective privado Mike Gwilym es contratado por un nervioso en-

treñador de caballos para que vigile a su caballo de carreras. En breve, Mike encuentra una aguja hipodérmica en el establo.

34 JOB-A-THON

Programa especial para encontrar empleos.

9:45

34 MUSICALES

10:00

4 MONITOR

Resumen noticioso semanal con Lloyd Dobyns.

5 NOTICIAS-

McCormick, Whatley

7 LA ISLA DE LA FANTASIA

9 PELICULA

(Drama) "Butley" 1974. Alan Bates. Un desilusionado profesor universitario intenta adaptarse al mundo que le hace sentir decepcionado.

11 NOTICIAS-

Thomas, Day

13 SOLID GOLD-

Musical

28 TEATRO AMERICANO

"Para muchachas de color que han considerado el suicidio/cuando el arcoiris es suficiente".

34 Y AHORA SILVIA

10:30

11 EL LATIDO DE LA SALUD

10:45

5 PAGINA DEPORTIVA

11:00

2 NOTICIAS-

Ross Becker, Bill Sternoff

4 NOTICIAS-

Dandridge, Allison

5 ENTRETENIMIENTO ESTA SEMANA

7 NOTICIAS-

Henry, Ishimine

11 PELICULA

"Cinderella Liberty" 1973. James Caan, Marsha Mason. Conmovedora historia de una prostituta de Seattle y su niño de once años cuando un marinero se la gana apostando en el billar pero después se enamora de ella.

13 CINE CON NATALIE WOOD

"Rebelde sin Causa" 1955. James Dean, Sal Mineo.

34 EL SHOW DE ROLANDO BARRAL

11:30

2 BARNABY JONES-

Serie

4 SABADO POR LA NOCHE EN VIVO

7 NOTICIAS DE LA ABC

28 * CASANOVA *

Frank Finlay estelariza en este episodio acerca del irresistible bribón mujeriego conquistador que resulta víctima de su excesivo apetito sexual y es aprisionado en un solitario castillo bohemio.

11:45

7 CINE ABC

"Mas que un milagro" 1968. * Dolores del Río *, * Sophia Loren, Omar Sharif. A pesar de las advertencias de su madre, la reina, un príncipe se enamora de una campesina.

12:00

5 LAUGH TRAX-

Comedia

34 CINE DE MEDIANOCHE

"Tiempo de Morir"

12:15

9 LO MEJOR DE LOS ESPECIALES DE MEDIANOCHE

12:30

2 PELICULA

"Miedo a las Alturas" 1968. Gene Barry, Susan Saint James. El intrépido Jeff Dillon debe fotografiar a un alto oficial del gobierno.

1:00

4 ROCANROL ESTA NOCHE-Musical

5 ODISEA 1999-

Ciencia ficción

13 NOTICIAS MUNDIALES

1:30

13 PELICULA

(Misterio) "Atterado" 1964. Rod Lauren, Steve Drexel.

2:00

2 PELICULA

(Romance) "La Bailarina de Petrovka" 1974. Goldie Hawn, Anthony Hopkins. El trágico romance entre una bailarina rusa y un corresponsal.

5 ODISEA 1999-

Ciencia ficción

34 DESPEDIDA

2:30

4 NOTICIAS

3:00

5 PELICULA

(Ciencia ficción) "El Agente Invisible" 1942. Ilona Massey, Peter Lorre.

3:30

11 PELICULA

(Histórica) "Desiree" 1954. Marlon Brando, Jean Simmons.

4:00

2 LA RELIGION ACTUAL

4:30

2 HACIENDO NOTICIAS

5 YO ESPIO-Aventuras

5:00

2 EL ASUNTO EN CUESTION

David García en reportajes y eventos nacionales e internacionales.

9 DR. GENE SCOTT

5:30

2 PARA NUESTROS TIEMPOS

7 PERFIL UNIVERSITARIO

5:45

11 CHRISTOPHER DE CERCA





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GRATIS: LE HACEMOS UN CHEQUEO DE LA PRESION SANGUINEA

Ground-breaking Hispanic entertainment specials good in any language

HOLLYWOOD — High in the hills of Hollywood a small band of Texans is on the march.

Their leader wears a T-shirt and the T-shirt tells it all: "Only Those Who Attempt the Absurd Can Achieve the Impossible."

"We have never accepted negatives in this company," declares Samm Pena of ORO Productions, and Samm means what he says.

Samm, Milby High School and the University of Texas (Class of '75), is producer and chief spokesman for a new television venture that's set to knock your socks off at 4 p.m. Sunday on Houston's Ch. 2. Twenty-four other stations around the country are carrying his show, and when it premiered last week in Los Angeles, the reaction was instant cards and letters (70 percent from Anglos) calling for more.

Bravisimo is the name, and in Los Angeles, the ABC affiliate ran it. "Not because it's an ethnic show, any more than *Three's Company* is a Caucasian show," said the station manager, "but because it's good entertainment . . . We're very, very excited."

Excited is too mild a word for Samm Pena and his partners in this *Bravisimo* venture to produce 10 hour-long entertainment specials starring top Latin performers in a bilingual showcase of electronic dazzle. Samm is *Bravisimo* producer/director. His partners are Houstonian Frank S. Goldberg, executive producer; Robert J. Armband, producer; Houstonian Roger Aronoff, associate producer; and Joe C. Hernandez Jr., associate producer.

And their timing couldn't be better. Item: ABC, in a shot to capture a rapidly growing Hispanic audience (now estimated at 4.5 million in the Los Angeles area alone), recently started running Spanish radio simulcasts of some programs in five cities. ABC has bought *Bravisimo* for its owned-and-operated stations. Ten ABC affiliates are on the list; seven from NBC, and two from CBS. The buyers range from New York, Los Angeles and Chicago to Mount Vernon, Ill.

"*Soul Train* started with eight stations," Samm gloated. "We have 25. Everything we've done they told us couldn't be done. And we've had to market, syndicate and produce it out of this very house." He gestured to the bare walls of his hilltop home-turned-TV-studio. "We kept just two bedrooms for sleeping. We call it Camp Video."

It all began four years ago, when Samm and Robert Armband were both fresh out of UT and working at Houston's KEYH. "The station had just turned Spanish, and I thought it would be a good chance to do some promotions," Samm recalls. "Everything we suggested got turned down, and I said to myself, Why am I working for people who don't want to do things?" When they couldn't answer the question, Pena and Armband quit — to do it themselves, in Bravo Productions and a series of promotions of live concert tours.

"The primary goal of creating that was to produce the first Latin special for network prime time," Samm recalled. "Everything that's happened since is another step toward getting there."

"I don't like separatism, and music crosses every line. That's why this show does outreach, crossover. Latin music has always been popular, and I think this show will make it be very big again," he says.

Each of the 10 shows in this series is different. Sunday's premiere is an elegant evening of Latin entertainment at the Hollywood Palace. Others include concerts by an energetic group called Tierra; a sensational Argentine singer, Amanda Miguel; and Mexico's Vicente Fernandez (parts of that were filmed in Houston); a rodeo contest pitting Mexican charros against American cowboys; and a potpourri of international artists and new discoveries in performance. Co-hosts for the series are Anacani, who used to be a regular with Lawrence Welk, and former world welterweight boxing champ Carlos Palomino.

These first 10 will be presented once monthly, and if they work, the next step is to put out a half-hour weekly series.

It hasn't been easy, but their worst time turned out to be their best break, and a snubbing was a blessing in disguise. Television programmers meet annually to buy new program wares at a convention called NAPTE. Samm has taken *Bravisimo* to NAPTE three years running. "Last year," he reports, "people went out of their way to be cruel. It was the best thing that ever happened to us. There's still a lot of subtle prejudice in this business. Talk about Latin entertainment, and they see mariachis."

But there were a few words of encouragement — from Houston's Tom Reiff, for one. "He told us to go home and work on it, and if we got it going, he'd have a place for it on Ch. 2, Samm recalled. (Reiff bought it "because I like the cross-over appeal, and I think it's good entertainment. Young viewers will like it, too.")

"When we filmed Vicente Fernandez in Houston," Sam recalled, "Ch. 2's Roberto Gutierrez did a news thing on him, and we knew we had it made. Ch. 2 got so many calls about that news piece, they reran it twice on the *Ron Stone Show*."

The more opposition they got, the more determined Samm & Co. were to show 'em.

"When we went back this year, it was wonderful. It was a slow NAPTE, a great place for them to rest a minute. Once they looked, they were hooked. We stunned them," Samm boasts. "We were shooting for 30 markets, and we got 25. Latins only live in 30 cities — the rest are in the fields. Some of the markets we got don't even have a Latin population, and for national advertisers Samm snared a couple of biggies. "I wanted one who would give it as much attention as a Kraft hour," he said. He got Coca-Cola and Miller Beer. Next, he went looking for stars.

"They said we couldn't get them," he recalls. "Our first rule is never listen to anybody who is not in our company. We'd be back in Houston playing basketball at the neighborhood rec center if we did."

Bravisimo has bagged top international artists, with the simple promise of doing right by them. "We are glamorizing our artists," Samm explained. "These people have been much maligned. Our artists are not jaded with TV. They've never been on TV. They're thrilled to be doing it . . . got Vicente Hernandez, the John Wayne of Mexico. We said we'll produce you like you're Frank Sinatra, and he came."

"To make people believe we were serious, we threw the biggest taping party imaginable at the Hollywood Palace. The president of Coca-Cola invited a black tie audience, and who could refuse the president of Coca-Cola? The audience was all Anglos, and they had a ball."

Seven shows are finished now, and the word is getting around. "Herb Alpert is calling us," Samm glowed. "I'm getting tapes from everywhere . . . We're taking care of the international artists first because they're hardest to pin down. But we plan to do lots of things with artists from here. I'd love to do a show in Houston, or somewhere else in Texas."

The production values take a cue from MTV's glitter, and electronically, *Bravisimo* may be state of the art. They make even network variety shows look old hat.

Samm's brand of enthusiasm is catching. He's already had lots of offers from other Hollywood producers, and he's working on a screenplay now. But the offers have gone by the boards. "I haven't been working at this for four years just to go out and get myself a job," he laughed. "All we ask is, give us a break, turn it on, and look at it without any preconceived notions. I think it's just good entertainment — no matter if you're Latin or not."

CALENDAR

LATINO COMIC IS A BARRIO OF LAUGHS

By MAX BENAVIDEZ

"I tell people that I'm Mexican," Paul Rodriguez says to his mostly white audience, "because there are so many Arabs in this neighborhood. And they look like Mexicans. They're short. We're short. They're brown. We're brown. They've got money . . . We're brown."

He puts on a gang-style headband and swaggers toward the audience: "Hey, do you know me? My name is Paul Rodriguez. But when I travel, people don't know who the hell I am. That's why I carry the Mexican Express Card."

He whips out a giant knife: "It's recognized and respected all over the world."

The audience screams with delight.

Who is this Chicano who jokes about Mexicans and apparently loves every minute of it?

Paul Rodriguez is one of the new breed of comic, influenced by the irreverencies of "Saturday Night Live" and the no-holds-barred, confessional humor of Richard Pryor. The new comedians disdain taboos.

For Rodriguez, almost anything is fair game for a joke. Along with his audience, he feels free to laugh at ethnic caricature (and a host of other "sensitive" subjects) without social discomfort. Since he is Mexican-American, he feels that he can joke about the low-rider who gets on the freeway and cruises the fast lane at 35 miles an hour "because he has 40 other Mexicans in the trunk." And he can admit to the way that extraterrestrials might fare in East L.A. "If E.T. had landed in my yard," he says, "I would have brought him into the house and my father would have said, 'Hey, I told you, don't be bringing no Filipinos home.'"

At age 26, after only two years in the business, the iconoclastic Rodriguez is supporting himself with his jokes. During the day, he polishes his act and works on ideas for new material in his Hollywood apartment. At night, he refines his timing and delivery at club dates here and around the country. He is a regular at The Comedy Store and often plays The Improvisation. As an emcee, he sometimes provides jokes and banter for music revues at The Roxy and Club Lingerie. And, because he is bilingual, he regularly plays Spanish-language clubs like Candelitas and Magon's.

He also does weekly warm-ups for the "Gloria" TV series tapings, where he offers his "Anglo Saxon set" to a mostly out-of-town Middle American studio audience. He also appears regularly on Showtime's "The Big Laugh Off," a cable comedy show, and recently finished taping a special for HBO with Richard Belzer, called "Belzer Behind Bars."

He was reared in East L.A., one of a dozen children. He didn't finish high school and, of course, had few options. One was the service: "I got into the Air



"Hey, do you know me? My name is Paul Rodriguez. But when I travel, people don't know who the hell I am. That's why I carry the Mexican Express Card." He whips out a giant knife: "It's recognized and respected all over the world."

Force to get out of the barrio," he explains. "I wanted to fly. I wanted to be a pilot, so I took a GED test and boom—I was in the Air Force stationed in Europe."

An officer suggested that when his term was done, he go to college on his GI Bill. He did, ending up at Cal State Long Beach.

He drifted into acting classes and a teacher told him, "You know, you're very funny."

She personally took him to an open-stage night at The Comedy Store—and Rodriguez found his calling.

At one time, funny meant survival: "I was always a comic," he says. "Comedy was my secret weapon. It saved my life many times. I wasn't the meanest dude in the barrio, but I was the funniest."

Indeed, there is a street-wise quality to his humor. He has a fast mouth and a sharp eye for vulnerability. But there is a clear sense of rage beneath the surface. As he kiddingly will say, "I'm not here to be funny. I'm here to create racial tension." With the next breath, he observes that the police seem to lavish inordinate attention on Chicanos: "Here in Los Angeles, if your car has primer spots, that's probable cause. I tell the police, 'You can chokehold me, I'm Mexican. We're not susceptible.' Then he'll add—in a snide voice—"The Anglo-Saxons from Palos Verdes aren't liking this very much."

Still, his bravado is balanced by an affable stage manner. By acknowledging the anxiety that some members of his audience may feel, Rodriguez is able to make comments without making enemies. In the process, we are presented with a refreshing counterpoint to many of the negative stereotypes that get attached to Chicanos. By poking fun at his own community, he also rejects the image of an uptight Chicano who is either defensive or evasive about being Mex-

ican-American.

All of this is to say that Rodriguez can skillfully couch comment in the lining of a joke: "I realize when I watch white people dance that God didn't give them rhythm, it's all right though, he gave them jobs."

Some of his favorite bits spin off recent news items, he says. He jokes about the reasons several Latino students were forced to take a college entrance exam over again when they scored too high on the first one. He mimics the staff at the Educational Testing Service: "Mexicans getting scores that high? My God, it's not genetically possible." But within minutes, he shifts gears to explain why there are so few divorces among Chicanos. "Who wants custody of 25 kids?" he asks.

Rodriguez doesn't confine his barbs to Mexicans. On Iranians: "They come to this country and go to college for years and years. Now, how much education do you need to be a night manager at Seven-11?" He does a bit on Jewish cockroaches that collect crumbs and sell them retail to other cockroaches. WASP surfers get the treatment complete with exaggerated expressions of Val-speak. He relates a story about a black family that opened a Mexican restaurant in Watts and called it "Casa Yo Mama." He refrains from Italian jokes (well, sort of) because "I don't want to find a horse's head in my bed."

To the heavy side: He has "this great need to say something." During an interview, he said, "I need to say it for those who can't. For the 7,000 Chicanos who died in Vietnam and will never have a chance to say it." As he sees it, "This country was built on free speech. I'm just exercising it and making a living doing it."

In this way, Rodriguez says he differs from many people in his community. He

thinks that, "most Mexicans in Los Angeles, even if they've been here for generations, still see themselves like Jews in Nazi Germany." Even his parents, he says, convey this sense of collective paranoia: "My parents are from Mexico. And they actually believe that if I keep talking about Reagan's policies and social issues, that the government is going to deport me."

He has a routine in which he contrasts the welcome accorded to a white dissident from Eastern Europe to the welcome given a brown refugee from El Salvador: "You can see it for yourself on TV or in the paper. If two dissidents are slapped around by the security police, it makes headlines. But a whole village can be wiped out in El Salvador and we might not hear about it for months."

Still, for all his criticism, he says that he loves this country. "Where else but in America," he tells his audience, "could a Mexican girl date an Irish guy, drive a Japanese car to a Chinese restaurant, come back and be arrested by a black cop?"

Rodriguez says he believes that the success of the late Freddie Prinze proves that people will accept a sharp Latino comic—and Prinze holds a special place in the Rodriguez's pantheon of heroes. Although he identifies with Pryor, George Carlin, even Will Rogers, it's Prinze whom he loves: "He is dead to everybody but me."

The way Rodriguez sees it, Prinze just didn't know what to do with his incredible success. "Where do you go from \$40,000 a week and everyone kissing your butt?" he asks.

He knows that the world of entertainment can be brutal but he thinks he's ready: "I will not commit the same mistake that Prinze did. I can promise people that there is no tragic ending to Paul Rodriguez." □

Benavides is an L.A. writer.

TV/TERRENCE O'FLAHERTY

"BRAVISIMO" IS a different experience. This is a new musical series that features Latin entertainment in its many varieties, which comes as a breath of fresh air in contrast to the monotony of rock. It made its debut last week and will continue as an occasional Saturday night feature on KGO-TV at 11:45 p.m. starting August 6.

Last Saturday's opener was co-hosted in English by Carlos Palomino, former welterweight boxing champion, and Anacani, a performer on the Lawrence Welk Show for 10 seasons. The performers they introduced in concert at the Palace in Los Angeles put on an artistic gamut from extravaganzas reminiscent of Havana before Castro to virtuoso displays of classical guitar-playing backed up by a full orchestra.

Many of the acts will be familiar to viewers of south-of-the-border cable TV variety shows. They may occasionally seem gaudy to the northern eye, with a yard of sequins when a square foot would be in better taste, but there is also a Hispanic vitality here that is a joyful relief from the decadence that is becoming an increasing characteristic of American and British pop entertainment.

The "Bravisimo" series is a package of 10 hour-log productions produced by Oro Productions in Houston, Texas, and purchased by KGO-TV.



Television

Michael Munzell

Innovative musical series has sultry sound of a winner

NOTHING ENGAGES THE GEARS in the rear quite like a Latin beat.

Even the terminally ungainly exhibit liquid locomotion when the sensual rhythms of the salsa, the mambo, the rumba or the samba get a grip on the hips.

Should one be sitting when this phenomenon occurs, the frustration factor may leap alarmingly. Hence, KGO's new 10-part series **"Bravisimo"** might best be viewed while standing — or swaying.

"Bravisimo" is a syndicated musical variety series with a south-of-the-border sound. KGO will air the first five shows on consecutive Saturdays (11:45 p.m. Ch 7) starting tomorrow. The second half of the series will air in January.

Though many of the songs are sung in Spanish or a combination of Spanish and English, the show's bilingual co-hosts stick to English for all introductions and interim patter. Happily, the chitchat is minimal. "Bravisimo" promises singing and dancing and it delivers.

Former welterweight boxing champion Carlos Palomini and songbird Anacani emcee the series. The performers are Latin superstars, none of whom is exactly a household name north of the Rio Grande. More's the pity.

THE PREMIERE, which was taped in the Palace in Los Angeles, features Fernando Allende, Amanda Miguel and modern dancer Shabba-Doo.

Anacani sings too. Fans of "The Lawrence Welk Show" will recognize this beauty. She was a regular on that series for a decade. Since Welk and his hygienic bubble blowers never captured my fancy, "Bravisimo" provided my first good gander at this very talented performer. (Frankly, I always thought Anacani was some kind of Ceylonese snake.)

Allende was allegedly a featured player on NBC's "Flamingo Road," another series I failed to follow with any enthusiasm. He is also billed as a heartthrob in the Hispanic community. I can't vouch for the touts but I can tell you this much: Allende can put a song across with panache and wrap an audience around his cordless mike.

Argentinian Amanda Miguel also seasons her stuff with sizzle but she has been sabotaged by a mad hair-burner. The demented stylist fashioned Amanda's coif into a fair approximation of a long-haired poodle cursed with static electricity.

"BRAVISIMO" COMES FROM Oro Productions of Houston, Texas, and is produced by Samm Pena. One of Pena's stated purposes in creating the show was to smooth the path for cross-cultural understanding in this country. It works. When the series began in Los Angeles, the local station was reportedly flooded with cards and calls. Pena said 70 percent were from Anglos asking for more.

Viewers put off by the prospect of listening to tunes in a language they don't understand should cast off their caution. Spanish flows with such a lovely, lilting sibilancy that the meaning of the words is almost secondary. The performers have no trouble conveying the messages of love, sorrow, loss etc. with sinuous no-fault body language. Besides, how many words in English songs can most people understand?

And (not to shave too fine a point on all this), the show offers a sugar-coated opportunity to pick up a few words in a foreign language which is the first tongue of many of our neighbors. Now where's the harm in that?

ASIDE FROM THE HO-HUM ANTICS of hooper Shabba-Doo, my main objection to the show is the time slot KGO carved out for it. This kind of high-tech solid entertainment deserves a berth in prime time.

Future installments promise a potpourri of international artists, new discoveries and even a rodeo pitting Mexican charros against American cowboys.

Personally, I don't care what the featured segments include as long as the beat goes on. I may not have a drop of Hispanic blood in my veins but I can't deny the Latin rhythm in my bones.

I suspect The Boss, in all His wisdom, put a little cha-cha in everybody's soul.

MUNZELL RECOMMENDS: Ice the tube tonight and don your dancing shoes. "Stepping out" is always a smart way to start a weekend — especially when you spice it up *con la salsa*.

On Saturday (at 8 p.m. Ch 44), KBHK will splice together three of the original "Twilight Zone" episodes which were remade for the recent movie.

PRA

*PUBLIC RELATIONS
ASSOCIATES*

FOR IMMEDIATE RELEASE

From: Lanny Sher

Client: ORO PRODUCTIONS

June 9, 1983

'BRAVISIMO', NEW VARIETY SERIES DEBUTS ON KABC-TV, SUNDAY, JUNE 12

"Bravisimo", a new television series comprised of ten hour-long monthly musical variety specials, will make its Los Angeles debut on Sunday, June 12 at 3:00pm on KABC-TV (Channel 7).

"Bravisimo" is co-hosted and emceed in English by former world welter-weight boxing champion Carlos Palomino and by singer and television personality Anacani, whose lush voice and striking beauty was featured on "The Lawrence Welk Show" for ten seasons. The show will regularly feature international superstars and domestic Latin talent and is the first show to seek to bridge the cultural gap between Anglo and Latin audiences.

Featured on "Bravisimo's" debut show is Argentine superstar Amanda Miguel, a compelling, magnetic stage performer who has been a consistent hitmaker around the world and has captivated audiences in concert appearances north and south of the border. Other stars include award-winning TV and motion picture star Fernando Allende, a dynamic singer who is best known to American audiences as a former regular on the series, "Flamingo Road"; salsa star Yomo Toro, the undisputed king of the "cuatro", an Indian derivation of the Spanish guitar; and Adolfo "Shabba-Doo" Quinones, one of the most progressive and innovative

performers of modern dance. Anacani will also perform, alone and with Fernando Allende. Musical orchestration is provided by Eddie Cano and his Orchestra, who have backed such legendary performers as Frank Sinatra, Bob Hope, Louis Armstrong, Vicki Carr, Trini Lopez and Charo, among others.

"Bravisimo" is produced under the Oro Productions banner by Bravo Productions of Houston, Texas. The show is sponsored by Miller Brewing Company of Milwaukee and Coca-Cola USA.

PRA

PUBLIC RELATIONS
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BIO

ANACANI

The featured hostess of the "Bravisimo" television series is singer/actress Anacani, a native of Mexico who has become a cross-cultural success in America.

Born in Los Mochis, Anacani moved to the United States at the age of three and was raised in Escondido, California. She began her singing career at the age of 13 when she returned to Mexico City. After being discovered at the prestigious "Festival Internacional de las Cancion Popular", she recorded her first record on Mexico's Orfeon label. Later, she appeared on several top-rated Mexican shows, including "Siempre en Domingo", "El Show de Angelica Maria" and "Variedades de Media Noche". Her popularity in Mexico resulted in her being selected the spokeswoman for Mexicana Airlines.

Returning to Southern California, Anacani was contracted as a regular on "The Lawrence Welk Show", and received assignments for many major TV commercials. As an actress in American films, she was featured in "Zoot Suit" and as the female lead in the television mini-series, "Romance Theater".

Dedicated to her singing career, Anacani has toured the entire North American continent, making regular appearances in Las Vegas at the Sands Hotel and the MGM Grand Hotel.

As the hostess of "Bravisimo", Anacani is ideal for the program's cross-cultural concept.

PRA

PUBLIC RELATIONS
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PALOMINO FACES TOUGHEST CHALLENGE AS 'BRAVISIMO' CO-HOST

"It's the toughest thing I've ever had to do," figured Carlos Palomino, former world welterweight boxing champion and current motion picture and television star. "I'd have to say, though, that it's been a lot of fun and a very rewarding experience. I've learned a lot."

What Carlos assesses as "the toughest thing I've ever had to do" has little to do with the physical rigors of a boxing comeback, nor to any of the marathon races he runs from time to time to raise funds for youth-oriented charities. Instead, the fighter-turned-actor's toughest role, in his own opinion, has been co-hosting "Bravisimo", television's new series of nationally-syndicated specials presenting Latin superstars and emerging Latin domestic talent to mainstream American audiences.

Palomino, a product of the rural slums of Mexico, is no stranger to adversity. He was born in the Mexican state of Sonora, in an agricultural shantytown called San Luis Rio Colorado, and moved with his family to Southern California at the age of 11. Fighting was less of a sport than a way of life to an immigrant Mexican kid on Southern California streets and Carlos didn't enter a boxing ring until he was drafted by the U.S. Army. By the time of his military discharge, he was national A.A.U. champion and well on his way to the top of the boxing world.

In 1977, he was named Southern California Athlete of the Year for having undertaken more title defenses (seven) than any other champion in the history of the sport. That same year, he was awarded his B.A. degree from the Long Beach University and had begun acting lessons in earnest.

"In the ring, you're trained not to show any emotion, not to let your opponent know that you've been hurt," Carlos explains. "Over the years, I've built a wall around me that's about eight feet thick. In my acting and in co-hosting 'Bravisimo', I've had to break through that wall, let down my defenses and get more in touch with my emotions," says the former champion.

Unscarred by his years of fighting, Carlos presents a handsome, naturally athletic image that has made him a hero to the sons of California's barrios. His easy rapport with audiences and guests reveal a natural talent for the rigors of playing master of ceremonies for the wide array of personalities that parade monthly before "Bravisimo's" cameras. And along with the show's producers-- Samm Pena and Robert Armband-- Carlos shares a sense of "Bravisimo's" importance in its contribution to the introduction of Latino music, humor, sports and other facets of culture to the mainstream American audience.

The Latino population of America constitutes the fastest growing minority in the country. And, in addition to U.S. residents, over 400,000,000 Latinos represent the largest ethnic group in the western hemisphere. Given those statistics, it seems surprising that the rich Latin culture has been virtually ignored by the mainstream U.S. media.

For Carlos, "Bravisimo" represents both a challenge and something of a sacrifice. "I'd really like to be acting; that's what I love most right now," he says.

Since leaving the ring for the thespian world, Carlos has made numerous TV and feature film appearances. His TV roles have included featured performances on "Taxi", "White Shadow" and "Buck Rogers". He has major roles in the upcoming feature films: "Dance of the Dwarves" with Peter Fonda and "Stranger's Kiss" with Victoria Tennant and Peter Coyote. His commercial appearances as

a spokesman for Miller Lite Beer have made his name and likeness familiar to millions of Americans who have never seen a boxing match. "I've had to work much harder at acting and hosting 'Bravisimo' than I ever had to do as a boxer," Carlos says. But as was the case with his former career, the hours of work are clearly paying off.

BRAVO FOR 'BRAVISIMO'

By GREGG BARRIOS

On normal American TV, it would be virtually impossible to see the likes of Vicente Fernandez, Tierra, Amanda Miguel, Yomo Toro, Los Lobos from East L.A. and comic Paul Rodriguez on the same show. But a new nationally syndicated series, "Bravisimo," will present all these performers on 10 different programs that spotlight Latino entertainment.

"Bravisimo" is the brainchild of Sam Pena and Robert J. Armband. According to Pena, who directed the series, "We started out as promoters of a concert tour series that was underwritten by a beer company. That tour covered most of the largely populated Hispanic areas in the U.S. It was very successful because it featured a wide range of Latin talent."

Later they used some of the biggest crowd-pleasers from the tour in several tapings for radio and cable TV. Encouraged by the vast potential of a virtually untapped market, Pena and Armband joined forces with Frank S. Goldberg and associate producers Joe C. Hernandez Jr., Roger Aronoff and Alfredo Bejar to form Oro Productions, which led to the TV series.

Twenty-five stations have bought "Bravisimo," including KABC-TV Channel 7 in Los Angeles. It will debut on the ABC-owned outlet Sunday at 3 p.m.

"When we first approached the industry about the series, and they saw the first couple of shows, we got some strange reactions since we were Latinos trying to do a national series," Pena recalled. "Some people said it was better than what they expected, while others said it was better than it should be. You figure it out."

Los Angeles Times

Thursday, June 9, 1983

CALENDAR

"Bravisimo" is hosted in English by two people already known to TV audiences: Anacani, who was a featured singer on "The Lawrence Welk Show," and former welterweight boxing champ Carlos Palomino, whose droll beer commercials are a regular fixture on sports shows.

The programs feature concerts, rodeos, comedy and dance in a potpourri of Latin entertainment and culture. Many of the acts perform in Spanish, but others are either bilingual or in English. This tends to affirm the multilingual character of America's Latin experience.

Some of the show's locales lose in their transition to the small screen. The Palace in Hollywood, for example, is well-suited for a solo concert by Tierra, but becomes an overcrowded backdrop for a full-sized orchestra, a featured dancer and singer, and a bevy of dancers in Carmen Miranda outfits in another.

Other programs such as "Fiesta in Pomona," a rodeo event between Mexican *charros* and American cowboys, are visually exciting to watch as *conjunto* musicians spice up the sound track with a south-of-the-border rendition of "Orange Blossom Special" during a roping event.

Another series highlight is "Amanda Miguel in Hollywood" (taped at the Argentinian singer's Los Angeles debut at the Shrine Auditorium last year). It is an appealing portrait of a superstar vocalist who, despite gold and platinum records, is still almost unknown in mainstream America. (One hesitates to call her the Latin American Barbra Streisand, but her voice and material suggest that stature.) Besides singing her most famous hits, Amanda surprises the audience with R&B hits in English.

"We've recorded the entire series in stereo and we hope that local FM stations will simulcast some of the shows," Armband said. "We were influenced in our production in that aspect and many others by (cable television's) MTV. . . . It's state-of-the-art technology that is going to attract people, just as those videos (on MTV) are selling new groups and records. And if it does that, then we're going to use it to promote Latino talent as well."

"Bravisimo" has time-slot problems in Los Angeles. As it now stands, the second show won't air until July 23 at 1 p.m., and the third isn't scheduled until Aug. 14 at 2 p.m.

"Due to our network commitment to national sports on the weekend, they (the people at Oro Productions) knew that there couldn't be a consistent time slot," explained Craig Haffner, program director for KABC.



COCA-COLA PRESIDENT BRYAN DYSON ON BRAVISIMO

by CARMELA CALDERA

Why is Coca-Cola sponsoring Bravisimo?

We view the media as one of many factors that fit into a total package of things which identify with the Hispanic market. We think that it is a very intriguing, innovative move and like everything it carries some degree of risk. We're very pleased. We like taking risks, and we feel that it is a very interesting first idea.

What sort of risk do you think you'll be taking?

Well, we are taking a risk in the sense that a lot of our funding is finite - we don't have unlimited funds. Therefore we want to make sure that doing Bravisimo will be best for the company, the recipients and the com-

munity and we want to achieve the right benefit out of it. The risk lies in the possibility that we might have

***"If it is successful,
we feel that we
will reap the reward
that comes from
having been innova-
tive."***

done something else that was better. There are always a number of alternatives to consider, but we're happy

with what we have chosen.

Who came to you with the idea for Bravisimo?

Richard Amundsen, who works with our company. As a matter of fact, I asked him the same question; I wanted to know who got the credit. I think that he is a little shy about this because he got together with the other people involved with the production of the show on some of the concepts. I guess the idea came out of a lot of people thinking together, and the spark was lit. But I would still give him at least a third of the credit. The other two-thirds definitely go to Oro Productions and the people who work for them.

How do you intend to appeal to the

Hispanic market?

With two things. One of these is the show, its sponsorship, and the commercial appearances on it. The other thing, which is more important in my mind, is that we will be identified as the company which did this. If it is successful, we feel that we will reap the reward that comes from having been innovative.

We hope that the Hispanic community will recognize this. And of course if it doesn't go well, then it will be the other way around!

How do you personally feel about the project?

I like it very much, I really do. I think that it touches upon an aspect of the culture which is very important. I have lived all over Latin America, and there, as in any country, exports are very important. But in Latin America the most important export is artistic talent because it isn't just something that has value which is being exported, but something which represents Hispanic culture and history as well. It doesn't matter whether the object exported is a ceramic jug, a special guitar or something like that. The important thing is that it is something of which the country can be proud. To one the arts and entertainment are the highest embodiments of that, and that is why I think Bravisimo is so important.■

¿Porqué la Coca-Cola patrocina al grupo Bravisimo?

Entre la suma total que engrana al mercado hispánico, nuestras observaciones nos dicen que los medios informativos son unos de estos factores, así, patrocinamos al conjunto Bravisimos, dando un paso nuevo, muy intrigante, que lleva consigo algunos riesgos. No obstante, estamos muy contentos de ello; nos agrada tomar riesgos y pensamos que esta idea que hemos tenido -de patrocinar a los Bravisimos- es muy interesante.

¿Con que clase de peligro se puede encontrar?

Bueno, el peligro que encontramos al momento es en el sentido de que muchos de nuestros fondos son finitos -no contamos con fondos ilimitados-. Por eso es que deseamos estar seguros que el patrocinio del grupo Bravisimos será lo mejor para la Compañía, nuestros clientes y la comunidad en general. Queremos lograr los beneficios adecuados. El peligro también está en la posibilidad que existe de darle otro curso mejor al patrocinio. Siempre hay varias alternativas que

considerar, pero estamos contentos con lo que hasta hoy hemos decidido.

¿Quién les dió la idea para patrocinar el grupo Bravisimo?

La idea fue de Richard Amundsen, quien trabaja en nuestra compañía; y por cierto, le hice yo la misma pregunta: quién te dió la idea? ¿Querrá saber a quien corresponde este crédito? Al respecto, creo que él es un poco modesto y por eso unió su idea a otras personas que intervinieron en la producción de este espectáculo: sobre todo, en alguno de los conceptos. Creo que la idea fue el resultado del pensamiento de Richard, con el de mucha gente en general; de ahí salto la chispa. Sin embargo, le doy a él, por lo menos una tercera parte del crédito, las otras dos partes son definitivamente de las Producciones Oro y para los que trabajan con ellos.

¿En qué forma piensa lograr que el mercado hispánico se interese?

En dos formas. La primera de ellas es el espectáculo, sus patrocinadores con las presentaciones comerciales. La



la cultura hispánica y a la historia; es un jarrón de porcelana, es una guitarra especial, o cualquier otra cosa parecida. Lo importante es que ello sea algo del cual el país se sienta orgulloso. Para mí, lo que sea artístico o de entretenimiento, son sus más altas expresiones y es por ello que pienso que el grupo Bravisimo es muy importante.■

"I have lived all over Latin America...and in Latin America the most important export is artistic talent."

segunda, pero aún más importante, según mi manera de pensar, es al identificarnos con la comunidad hispánica por ser la compañía que lo logró. Si esto llega a tener éxito, pensamos que nos llevaremos los beneficios que se logren ofreciendo un producto de nuestra innovación.

Esperamos que la comunidad hispánica le de a esto su reconocimiento. Por supuesto, si esto no alcanza el éxito, entonces buscaremos otra forma.

¿Para usted en lo particular, cuál es su opinión del proyecto?

Por supuesto, a mí me agrada muchísimo. Creo que toca un aspecto de la cultura, lo cual es muy importante. He vivido por toda la América Latina y tanto ahí, como en cualquier otro país, las exportaciones son muy importantes. Pero en la América Latina la exportación más importante es la del talento artístico, debido a que no es sólo algo que tiene valor, sino que es lo que se exporta, algo que representa a

BRAVISIMO

"Bravisimo" is an anthology consisting of ten (10) one hour musical specials. These special programs feature internationally renowned Hispanic superstars performing their particular style of Spanish music, each characteristic of the artist's culture.

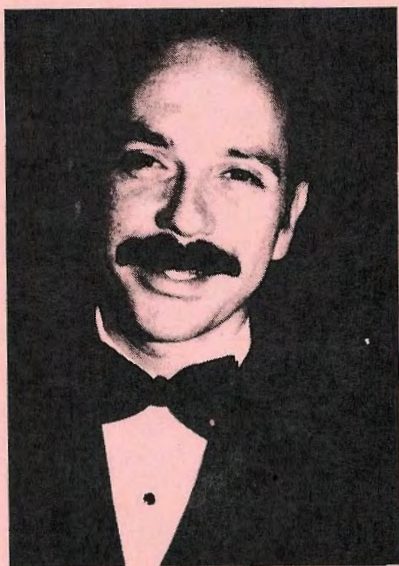
The anthology of programs ranges in scope from traditional *ranchero* melodies, romantic ballads, and South American contemporary music to a fusion or blending of contemporary Latin sounds originating in the U.S.

In addition, "BRAVISIMO" will be hosted in English, by Anacani, featuring Spanish music to be presented on primarily English language T.V. stations. This approach reflects the transition inherent in our domestic Hispanic market as it becomes assimilated in our American culture. Thus, in each special, "BRAVISIMO" will explore and discover the changing role models and new personalities within our domestic Latino market.

BRAVISIMO is the successful result of Oro Productions' commitment to the production of quality, professional entertainment that specifically and realistically portrays the Latin experience in America.

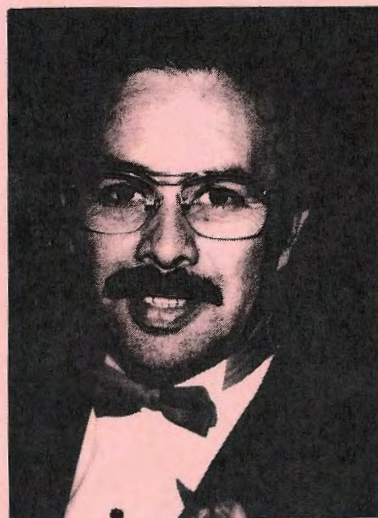
Frank S. Goldberg, Samm Peña, Robert J. Armban, Joe C. Hernandez, Jr., and Roger Aronoff are the principals of Oro who combine creative

cont. on pg. 48



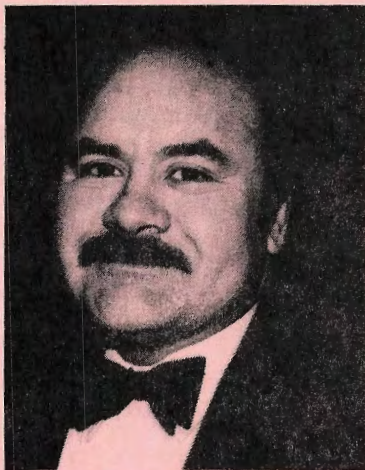
**LUIS AVILOS, STAR OF
ABC'S NEW HIT CONDO**

"It shows that they believe in the Latino community. It's a terrific thing... the more of that the better. I hope it works because *it's us*."



JOE C. HERNANDEZ, JR.

"I think it's great. I think it's time to reveal the country's Hispanic talent. It's also a tremendous thing because Oro Productions is producing it and it's owned by Hispanic people. It gives them a chance to showcase what Hispanics can do in the entertainment world."



**TONY BONILLA,
LULAC PRESIDENT**

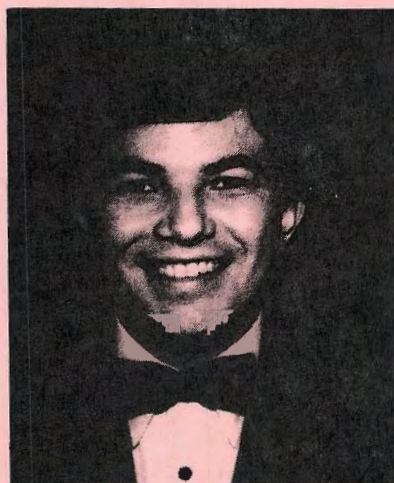
"This is but a tiny ripple that could and *should* turn into a large wave. If corporate America wants to continue enjoying the Hispanic consumer's money then he'd better start being more responsive."



**ANNETTE CARDONA,
ACTRESS AND SINGER**

"It's a real positive effort and a step forward. We need more things like this: big companies getting behind Hispanic talent. We have Hispanic talent that can do the job and entertain our people and the American public too."

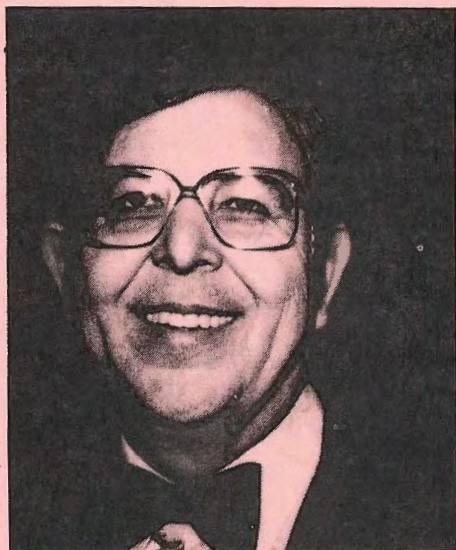
WHAT DO YOU THINK OF COCA



**MACLOVIO PEREZ, KNXT
WEATHERMAN IN
LOS ANGELES**

"Obviously it has taken the commercial corporations in the country to realize that there is a huge Hispanic market out there and I commend Coca-Cola for realizing that and putting their money out there. They've got wonderful talent here and all they have to do is program it into local stations and see what kind of return they get. It's a first step at attracting that Hispanic dollar that is out there."

I would hope that other bottling companies, other breweries, companies like Pillsbury, General Foods, would realize the value of this."



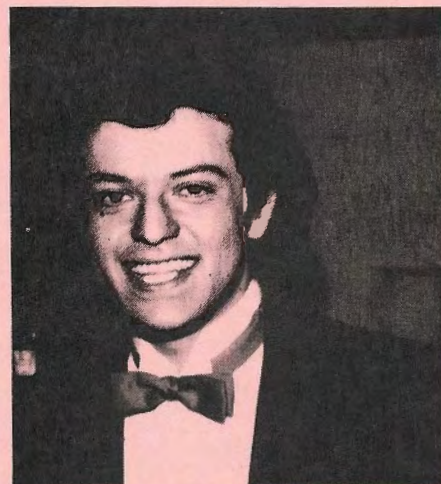
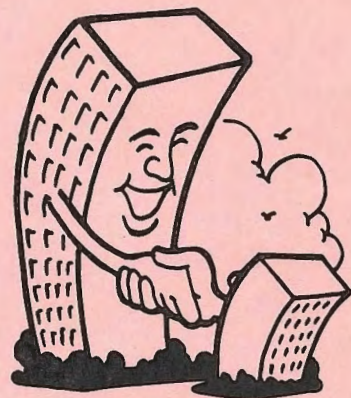
**JAY RODRIGUEZ, VICE
PRESIDENT WITH KNBC**

"I think it's sensational when a major company like Coca-Cola, with a high reputation for quality, is coming out with a program of this type. I think that most of the major advertisers are aware of the growing 50 billion dollar Hispanic market and that they are going to get into that market very strongly."



MARCELA CARDINALE

"I think that it is incredible that we're finally getting out there in the forefront. We need more sponsorship and people to realize that we're just like everybody else. We can do things correctly and beautifully. It's one of those events that you don't see that often, and when it finally does happen everyone comes to it and wants to be involved. That's very exciting. You really feel the support coming your way, and that's what we've been looking for all these years."



**PAUL RODRIGUEZ,
RAPIDLY RISING
COMEDIAN**

"It is well overdue. Latin Americans have bought billions of cokes. I think this is a wonderful way for coke to give back some of the billions that we have spent on them. It is a giant gamble. There are those who want Bravisimo to fail, so that they can say 'we would like to fund you, but you remember that show Bravisimo that failed, well...' But on the other hand if we put a terrific show together, and people laugh, then they will realize what we Latinos have known all along: that Latinos have talent, there is a market for what we do, and that they should continue to fund us because we certainly are going to continue to buy cokes. Of course if they don't fund us then we can always drink the other brand."

COLA'S SPONSORSHIP OF BRAVISIMO

by **ANTONIO OGAZ & CARMELA CALDERA**



CONNIE MOYA

"I'm very impressed. Hispanics and their language will soon be prominent in California. I'm sure that this is true in other states also, but I'm impressed that they are recognizing the fact that the Hispanic market is important. I'm very happy that it's happening this way."



**IZZY SANABRIA, EDITOR
OF LATIN NEW YORK**

"It is of major importance that a major corporation is backing up Hispanic productions such as this. Hopefully this will not be the last because what it really means is that someone is realizing that Latinos are spending billions of dollars."



RUDY CERVANTES

I'm very proud that they are sponsoring such a great event. It goes to show that they're interested in the Hispanic community and we need more sponsorships like this. I'm really excited about it and I'm sure that the people of L.A. will be just as proud to see Coca-Cola doing a number with us."

**Hector Elizalde with
Anheuser-Busch.**

"I think the sponsorship by a major corporation of Hispanic talent is always positive. We need more of that and that's why we're here tonight—to see what the show is all about and to perhaps consider participation to some extent."



BRAVISIMO HOSTESS

"I think it's wonderful because I think that Latinos need more exposure than they've gotten. If the Americans can do it, why can't the Latinos? And the fact that Coke is sponsoring them is wonderful, because they are such a big organization."



**RAY ANDRADE,
DIRECTOR FOR MTV**

"They are into an area that other companies wouldn't dare to do, that is sponsoring something that is basically Latino. I think that it is great and that they are going to find a big market out there."

**DEBBIE GARCIA,
BRAVISIMO HOSTESS**

"I think it is great. They have been behind us 100 percent."

BRAVISIMO

cont. from pg. 45

expertise with a direct and comprehensive knowledge of Latin culture.

The company was formed in response to the defined absence of adequate sponsorship and media recognition of the Latin community.

With the production of musical/variety concerts directed at the Latin market, Oro successfully revealed the Latin community as a substantial and responsive market, and corporate sponsors took notice.

Backed by corporate sponsorship, Oro produced the most extravagant and extensive tour of Latin artists in the history of domestic entertainment:

"El Show De Las Super Estrellas", featuring the greatest names in Latin music; a 15-city spectacle that climaxed at New York City's Madison Square Garden.

Subsequent sponsor support produced "Caravana," featuring renowned *ranchera* stars from Mexico. "Vicente Fernandez en Concierto," the Mexican idol's 15-city tour, was promoted nationally with over 500 billboards.

The objective to attract a maximal percentage of the Latin population fostered Oro's transition to TV production. After producing several radio and TV specials, presented nationally on independent networks and Galavision cable, Oro packaged the most

professional Latin entertainment series ever produced in America: BRAVISIMO — a precedent for Latin programming on major TV network affiliates.

Sponsored nationally by Coca-Cola, BRAVISIMO responds to the entertainment needs of the Latin market, and provides an effective medium for the corporate sponsors of America.

The stars for the show in the series included the music of Fernando Allende, Eddie Cano, Los Lobos, Armanda Miguel, the Shabba-Doo Dancers, Tierra, Yomo Toro, and the comic wit of Paul Rodriguez. Look for local ads as to when the show will be playing in your area. ■

DAILY

VARIETY

DAILY

1933—50 Years of Service To Showbiz—1983

16

32 Pages

Hollywood, California-90028, Monday, March 28, 1983

Newspaper Second Class P.O. Entry

Tv Stations Seek Access To Ethnic Market

By DAVID BERGMANN

Somewhere out there in the Los Angeles market are as many as 7,000,000 people not usually reached by the three network and four independent television stations on the air. That, however, seems to be changing.

Those approximately 7,000,000 potential viewers consist of about 4,500,000 Hispanics and 2,500,000 Asians who live in L.A., Long Beach, Riverside, San Ber-

nardino, Ontario, Anaheim, Santa Ana and the nearby areas.

KMEX-TV has been serving the Hispanic community since 1972, carrying all-Spanish programming from the Spanish International Network. The latest additions to the market are KSCI, which is adding three hours of Spanish entertainment programming daily between 5 and 8 p.m. beginning in June, and ABC-owned KABC, which has just contracted to air 12 monthly syndicated Spanish/English music specials entitled "Bravisimo."

KSCI was conceived 10 years ago by Global Television Inc. and began broadcasting on Channel 18 as a nonprofit informational, cultural and educational station, according to general manager Paul Niedermeyer.

While it began by programming the teachings of transcendental meditation, the station today airs programs in 14 different languages, serving both the Asian and Hispanic audience in the L.A. and San Diego (by translator station) areas.

According to the 1980 census, there are somewhere under 3-

000,000 Hispanics in the KSCI area of dominant influence (ADI), but Niedermeyer says he believes a California State University study that suggests there are some 1,250,000 more undocumented Hispanic residents who weren't counted by the Federal government.

Similarly, the 1,800,000-figure for Asians in the market area falls short of the more credible 2,500,000 figure, which includes undocumented residents, Niedermeyer said.

Buying Public

All of those potential viewers are beginning to be noticed by advertisers and television stations who find a vast, untapped buying public in their midst. Unfortunately, however, there is a paucity of research on the local ethnic groups, despite the fact that Southern California is the largest Spanish market in the U.S.

Tom Van Amburg, v.p. and g.m. at KABC-TV, says he didn't agree to air the music specials on his station purely because they are Hispanic but because he feels they will draw audience in its 1 p.m. Saturday timeslot.

KABC has not had to make any investment in the "Bravisimo" series, he said, since its producers purchased the airtime on a barter basis with Coca-Cola as their major backer.

"It's not an ethnic program any more than 'Three's Company' is a Caucasian show. I'm not interested at this point in just that," he said.

Niedermeyer says KABC's agreement to air the 12 specials "benefits us tremendously," since it is "a validation" of the

viability of Hispanic television in L.A. "We're very, very excited," Niedermeyer said, adding that there is "room in the market for a third ethnic station."

KMEX has been showing a steady increase in viewership recently, beating pubcaster KCET fairly regularly in the ratings and often competing with the more successful "mainstream" stations in the market.

With the estimated 7,000,000 Asians and Hispanics in the viewing area, they can have a powerful effect on the market's ratings, but, as Niedermeyer points out, "they're not all watching at once."

Advertiser Interest

Advertisers have shown their interest, especially in the Hispanic market, setting up specific Hispanic divisions to cater to that segment of the population.

Hispanics, Niedermeyer says, generally "have greater loyalties to brand-name products," including American cars, foods, household products, beers and fast foods. They also drive fewer Japanese cars, he said.

They have been found to "drop off a bit in the upscale market," he said, and be "family oriented" where entertainment is concerned, therefore spending more time at Disneyland, Magic Mountain and other family amusement parks.

The Asian population, Niedermeyer says, has been found to "have a higher income average than most Americans," though many "are working below their level" immediately upon immigrating. In addition, he said, 60-70% of the Asian population is college educated.

For these reasons, the "up-

scale department stores" and purveyors of more big-ticket items tend to advertise on Asian-oriented television. Asians also tend to retain more of their cultural identities and customs than other ethnic groups in the U.S., Niedermeyer said.

The question is whether they all watch television. According to an Arbitron study, Niedermeyer says the average viewing time per Hispanic household is approximately 5.77 hours per day, as compared to approximately 6.75 hours per day for the U.S. average.

While there aren't any statistics available on the Asian population, Niedermeyer says a 1980 study in Japan placed Japanese viewing at an average 8 hours and 12 minutes per day. The same study revealed that some 98% of Japanese homes had color television — a figure that ranks it above any country in the world.

Not In Competition

According to Niedermeyer, KSCI and KMEX are not necessarily in competition with each other — or even necessarily with the other stations in the market — because of the differences in programming and audience.

He says KSCI is selling its time to advertisers on a "concept basis," rather than by specific program. For each 30-second spot, he says, KSCI is asking about \$450, as compared to KMEX's approximately \$1000 to \$2000.

Niedermeyer says he expects the ethnic viewing in this market to increase tremendously within the next few years and says he hopes to service them by providing "a higher quality news department" that will provide news in four or five languages in addition to KSCI's current Spanish newscast.

Further, he says he plans to "break some of the boundaries" between the languages and cultures by presenting sporting events, for example, in as many as eight languages simultaneously through the use of stereo transmission.

A superstar singer that Anglos don't know

By CAROLINA GARCIA
of The Journal Staff

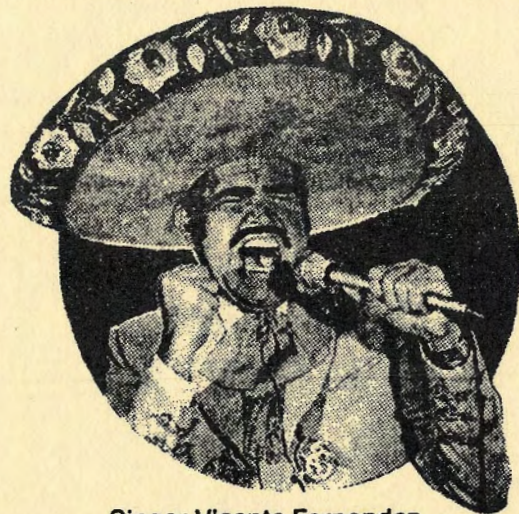
CHICAGO, ILL. — The chorus of Vicente Fernandez's most famous song, "Volver, Volver, Volver" ("Return, Return, Return"), sung in unison by 11,000 people, has an inspiring as well as a deafening effect.

Who is the singer who inspires such crowds and reactions?

"El Numero Uno," as Fernandez is called by his fans, is virtually unknown outside the Hispanic community.

Yet he is now touring 14 US cities under the sponsorship of Schlitz.

His appearance last week at Chicago's Amphitheater before those 11,000 fans broke attendance



Singer Vicente Fernandez

records there, according to promoter Samuel Pena of Bravo Productions, who is traveling with the star.

According to Pena's figures, Fernandez has 22 gold albums and 20 motion pictures to his credit, and his latest film, "Picardio II," has been his biggest box-office success in the American, Mexican and international markets.

"The Idol of Mexico," as Fernandez is also known, orchestrates his fans with deft and subtle strokes, lifting throaty cries from the crowd with every melodious ranchera.

Gritos — passionate yells usually emitted by men in response to a song's message — reverberated the length of the concert. Gritos measure the success of a song, and the more given the song, the greater the sign of its popularity.

An outstretched sombrero punctuated the message of each song, and was frequently used by Fernandez like a charro's reata (lariat), swaying in the air with each high and low note.

The longer Fernandez held a note, regarded as a sign of his singing ability, the greater the crowd's roar.

Mexican rancheras — whose lyrics depict the lives of the vaquero, the revolutionary, the spurned lover, the wounded soldier and the down-trodden peasant — are similar to American country western songs. And Fernandez's rancheras, backed by the 12-member Mariachi Juvenil de Mexico, struck chords of longing for the crowd.

Ornate silverwork running the length of his turquoise charro outfit danced in the lights as Fernandez belted out the interpretive songs of the poor man that he has popularized over a 25-year career.

The crowd's heart was with Fernandez as he told the story of his youngest son's birth in Mexico while he performed in the very same Chicago concert hall 11 years ago.

The audience, looking more like a crowd at Sunday mass than at a big-star concert, sang "Las

Mananitas (Happy Birthday)" with Fernandez to his youngest son.

Demands for autographs and photographs were typically abundant, and those few avid fans who brought briefcases full of Fernandez's records, tapes and pictures enjoyed special recognition from El Numero Uno.

Fernandez was born in Huenitan in the state of Jalisco, Mexico, where at the age of 14 he won first place in a television amateur singing contest. By age 20, he was one of Mexico's most popular young recording stars.

Much like the characters in his songs, Fernandez lives on a hacienda with his wife and three children and breeds horses for rodeo shows.

"This has been the largest major marketing event ever conceived and executed for a Hispanic audience," said Pena.

Opening the show was Lisa Lopez, 18, a native Texan recently honored by Billboard magazine and Record World as a "Newcomer Artist of the Year."

The tour will close in California with a two-day rodeo show in Pomona, at which Fernandez plans to compete with American rodeo stars.

DAILY

VARIETY

DAILY

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Newspaper Second Class P.O. Entry

50 cents

Oro Prods. Offering Series Of 'Cross-Cultural' Spex

Las Vegas, March 21 — Looking to take advantage of the burgeoning Hispanic market both in the U.S. and abroad, Oro Prods. is offering a bilingual (Spanish-English) series of one-hour music-variety tv spex featuring Latin artists with "cross-cultural appeal."

"Bravisimo" has been sold at the National Association of Television Program Executives to NBC affil KMOL, San Antonio; a new VHF indie in Santa Fe, KSAF, and to WBZL, Miami, a UHF indie.

As previously reported, the 10-seg series, designed as a monthly special, debuts June 11 on ABC's Los Angeles o&o KABC-TV. Show is already airing on UHFer WNJU, New York, and will also go via UHFer WBBS in Chicago.

Sales of the English-language

version are on a barter split, with Oro and the station each keeping six minutes, though Oro has first option to buy back unsold station minutes for its sponsors, the primary one being Coca-Cola. With Spanish-track (WNJU, WBZL and WBBS), Oro buys the airtime, keeping all 12 minutes.

According to associate producer Alfredo Bejar, Coca-Cola's aim as sponsor is to foster inroads for their products in the Latino market and associate their product with Hispanic stars.

Oro is dickering at NATPE for an overseas distributor, and one of the suitors is a Coca-Cola subsid, Columbia Pictures TV International, though at this point coproducer Robert Armband says Col Pix is making its decision independent of the parent. He noted, however, that the possibility of cross-plugging is a feasible attraction there.

Oro, which produces the shows in Los Angeles, is hoping to line up stations itself in the top 30 Hispanic markets in the U.S.

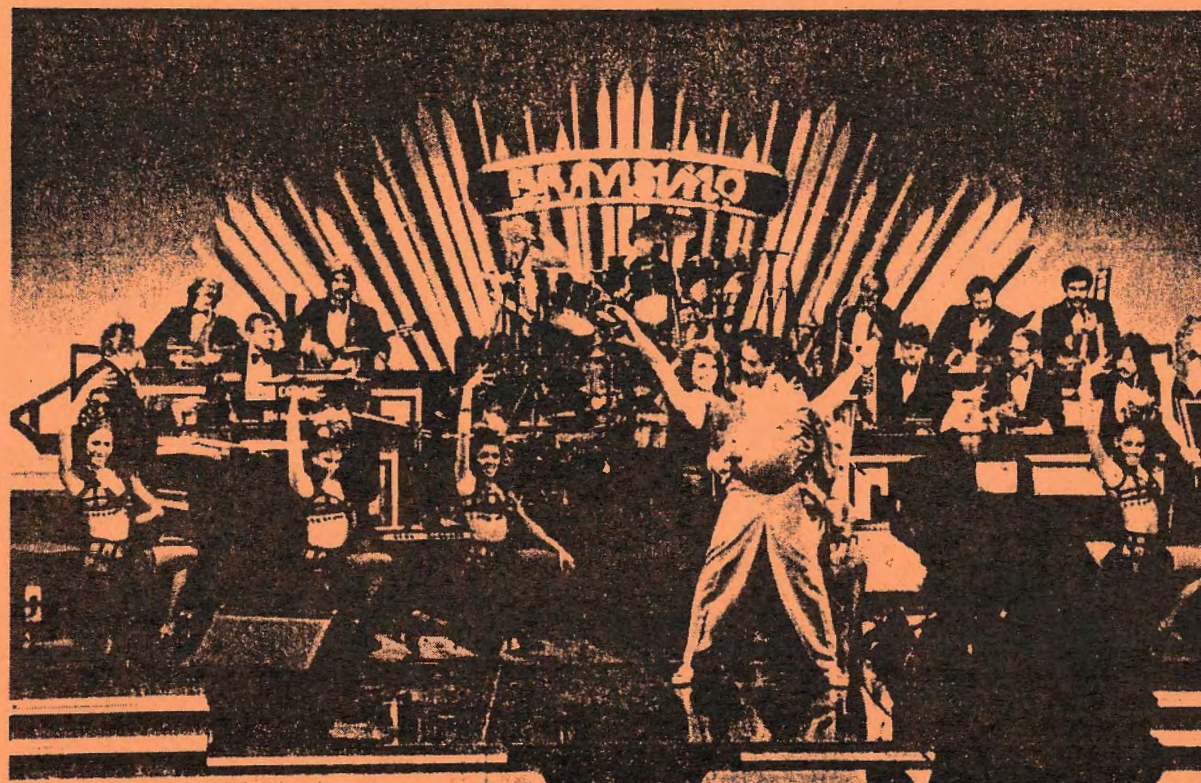
Shows, coproduced and directed by San Pena, are thematic or based around Latin acts. They include a rodeo seg, a spec taped at the Hollywood Palace, one on the Latin rhythm and blues band Tierra and two "newcomers" segs featuring Paul Rodriguez and the rock group Los Lobos.

★ ★ ★

"Bravisimo", valiosa serie de variedades por KABC

Sumamente placentero resultó para mí, el presenciar el otro día, en los estudios de la ABC, en esta ciudad, diferentes escenas de la nueva serie de variedades que, bajo el rubro de **"BRAVISIMO"**, será estrenada, a las 3 PM, el domingo 12 de junio próximo, por el canal 7. Lo cual fue posible, gracias a una gentileza de Joe C. Hernández, Jr. productor asociado de ORO Productions y mi dilecto amigo Pete Rodríguez, jefe de Relación con la Comunidad de la KABC. Ellos me dieron la oportunidad, no solamente de ver parte de la serie, sino de conversar, sobre este nuevo programa, de acento latino, que me regocijó.

Y me regocijó, porque la serie está muy bien real-



Adolfo "Shaba Doo" Quilfionez, el conocido bailarín, que se populariza a través de la revista musical "The Fabulous Lockers" aparece, al centro en la gráfica, tomando en sus brazos a Anacani, durante la filmogración de uno de los programas de la nueva serie musical, de ambiente latino, BRAVISIMO, cuyo programa inicial podrá verse el domingo 12 de junio, a las 3 PM, por el canal 7. Samm Peña, que, a base de talento creativo y tesonero empeño, ha convertido en realidad este sueño, siendo quien dirige y produce esta serie.

izada, desde el punto de vista artístico y técnico, porque han sabido seleccionar material y personal de primera calidad. Bajo la dirección de SAMM PEÑA, que también la produjo, "Bravisimo" tiene tal variedad y agilidad, que llega al televidente, con facilidad y con deseos de ver la siguiente. Con

una fotografía maravillosa y buena compaginación, desfilarán por las pantallas electrónicas, grandes personalidades artísticas como Anacani que, con Carlos Palomino, serán los animadores de la serie. También, en sucesivos programas, entre otros, irán apareciendo: Eddie Cano, Fernando Allende,

Vicente Fernández, Paul Rodríguez, el humorista que ha logrado imponerse en los medios artísticos; Los Lobos, Yomo Toro y la argentina Amanda Miguel, mezclados con diferentes eventos como "Fiesta en Pomona", espectacular rodeo entre charros mexicanos y cow boys estadounidenses.

"Bravisimo", según me dijo, Joe C. Hernández Jr. luego de presenciar partes de los programas con los artistas citados enfatizará, en su producción, la parte musical, como un común denominador de la serie. De esta manera, es la única producción estadounidense que, por primera vez presenta grandes estrellas hispanoamericanas, gracias a los esfuerzos de ORO Production, y de Coca-Cola, que la patrocina. Así se cumple un sueño dorado de Samm Peña, que habiendo estudiado para estos menesteres, en su nativa Texas, al juntar fuerzas e ideas, con Hernández, Jr., los están viendo realizados. Sueño que cobrará grata presencia, a partir del domingo 12 de junio próximo, a las 3 PM, en que saldrá al aire, en debut triunfal. Sueño, en el cual también armaron el hombro Frank S. Golberg, productor ejecutivo; Robert J. Armband, productor y Roger Arnoff y Alfredo Béjar, productores asociados. Felicitaciones y adelante.

★ ★ ★

**Impresionante premier
de "Bravísimo",
próximo domingo
12, por canal 7**

Me llenó de optimismo, el presenciar, recientemente, en los estudios de ORO Productions, situados en las colinas de Hollywood, en lo que fuera la mansión de Jane Russell, el programa inicial de la serie de ambiente hispano "BRAVISIMO", cuya premier tendrá lugar el próximo domingo 12, a las 3 PM, por el canal 7. La que, por su importancia artística, que nos hace sentir orgullosos de nuestra herencia cultural, debe verse, a partir de la fecha indicada. Porque, por lo que he visto, anteriormente, y ahora, el programa que se exhibirá el domingo próximo por la KABC, está hecho a cabalidad, no solamente artística, sino técnica. Superando, plausibles trabajos realizados anteriormente, en este sentido.

En "Bravísimo", encontramos un común denominador, que atrapa la atención del televidente, de principio a fin, desde que el programa empieza. Me refiero al factor musical que, por lo que he visto, está muy bien llevado, en el presente episodio, por artistas de la calidad de Eddie Cano, Fernando Allende, Amanda Miguel y Yomo Toro; actuando, decorosamente, como animadores Anacani y Carlos Palomino. Todos ellos expresándose y cantando en inglés y español, matizándolos con tan hábil propiedad, que le dan a los versos de las canciones y a sus parlamentos, una continuidad y naturalidad cautivantes.

Fernando Allende se crece en este programa, demostrando que sabe cantar y actuar, como ya lo hemos visto antes en tantas películas, teatro y televisión, en inglés y español, al igual que la guapísima Anacani, con su señorío y su delicada voz, que popularizara en el programa de Lawrence Welk; haciendo entre ambos, primoroso dúo. Y qué decir del inigualable mago del teclado Eddie Cano, director de orquesta, arreglista, que trabaja con los grandes de la farándula estadounidense, acompañado y poniendo el fondo musical al programa o ejecutando música de su propia cosecha.

Amanda Miguel, la cantante argentina que se trepara a la fama siendo una adolescente, cantando y grabando discos en Buenos Aires, demuestra en "Bravísimo", que puede recorrer con holgura y dominio el pentagrama, sola o acompañada, en español e inglés, como es la característica del programa. Cerrando con broche de oro, para ORO Productions, el mago de la guitarra española, el robusto puertorriqueño Yomo Toro. Este domina, con sorprendente maestría, varios instrumentos de cuerdas ejecutando, como él solamente lo sabe hacer, aún poniéndose de cabeza, ante el asombro de los espectadores, que lo aplauden a rabiar, por donde quiera que se presente, sea París, Tokio, Nueva York o Buenos Aires. Este artista es simplemente genial. Ya lo verán, a él y a los mencionados, el próximo domingo 12, a las 3 PM, por el canal 7.

Todos ellos están maravillosos en sus actuaciones en este programa inicial de "Bravísimo". Completando el éxito, la formidable labor de los técnicos, em-

Por Othón Castillo

Candilejas



Anacani, aparece en la gráfica, cantando con Fernando Allende, en un segmento del valioso programa musical "BRAVISIMO", de ORO Productions, que podrá verse el domingo 12 del presente, a las 3 PM, por el canal 7 de la ABC. En este programa, auspiciado por Coca-Cola y la Miller, también actuarán Eddie Cano, Amanda Miguel y Yomo Toro, el cual está animado por Anacani y Carlos Palomino. (Foto ORO Productions).

pezando por la compaginación o edición, que uno de los lados flacos de algunos programas y películas, pero que bajo la habilidosa dirección de SAMM PEÑA, las cosas le han salido de maravillas, ya que, entre otros, tuvo la colaboración de Don Wilson que editó este programa atinadamente. Así como los siete camarógrafos que utilizaron para la filmgrabación. La fotografía, no es solamente magnífica, sino que contiene también valores artísticos de gran calidad, con claras disoluciones que le dan a la imagen características de cuadros al pastel, elogiables.

**Samm Peña y quienes
hicieron realidad
"Bravísimo", para ABC**

Punto aparte, merece para mí SAMM PEÑA, que, a base de inauditos esfuerzos, pudo hacer realidad lo que es hoy ORO Productions y su serie musical "BRAVISIMO", para la ABC, ya que algunas de sus estaciones subsidiarias, la televisarán al igual que otras de la NBC, CBS e independientes, que pasan de veinte. Lo cual, a mi manera de ver, ellos han comenzado este laudable trabajo, con ple derecho, augurándoles, desde ya, el éxito. Porque han puesto en él alta calidad artística y técnica, uniendo valores altísimos de hispanos nacidos en este país y otros allende el río Bravo. No puede ser este hecho más alentador, gracias a los esfuerzos de un grupo que sabe del oficio, integrado, además de Samm Peña, productor-director; por Frank S. Goldberg, productor ejecutivo; Robert J. Armband, productor; Joe C. Hernández Jr., Roger Aronoff y Alfredo Béjar, productores asociados.

Con Samm Peña, Alfredo Béjar y Joe C. Hernández Jr., pude platicar ampliamente el día que visité los estudios de Oro Productions. Aunque

ya sabía algo de Samm, que Joe, me lo había dicho, aquél me contó que, desde muy niño, había tenido gran inclinación por estos menesteres de la farándula. "Había soñado desde mi infancia ser el productor-director de un programa o películas, que pusieran por alto la dignidad de nuestra raza, de nuestra cultura, para demostrar que nosotros podemos hacer algo como esto con la misma calidad artística que un anglo, sajón, o lo que fuere, realice".

Comprendió Samm que la buena voluntad o las aptitudes naturales, no eran suficientes para llevar adelante su sueño. Debía estudiar y conocer a fondo todos los secretos de esta industria-arte, por esta razón estudió con ahínco en la Universidad de Texas, en Austin, ya que él naciera en Houston. Fue cuando sus sueños empezaron a convertirse en realidad, viniéndose a Los Angeles. Continuó aquí en su afanosa búsqueda de los secretos de hacer películas y programas para el video. Estudió en UCLA y USC, escudriñándolo todo, producción, dirección, cámaras, luminotecnia. Todo, absolutamente todo. Hasta

que reparó que no lo había hecho como actor. Se dedicó a este menester, no para actuar, sino para ver las diferencias de trabajar antes o detrás de las cámaras.

Samm tiene elogios para Vicente Fernández, pues, fue el comienzo para vender estas clases de programas. Comprendiendo entonces, que a la música nadie la rechaza. Es un idioma universal. Un medio magnífico para promover valores nuevos, lo cual lo está haciendo en la actualidad con creces. "Demostrar la inmensa valía de los que ya han llegado y para que el público americano sepa que nosotros tenemos grandes artistas como ellos los tienen".

Posteriormente Alfredo Béjar, nos dijo que se había unido al grupo después de los otros. Pero habiéndose conocido antes con Samm, determinó que empezara a trabajar con ellos pues Alfredo, había hecho ya trabajos de esta índole en Nueva York; y, más recientemente, estuvo realizando una serie de documentales y programas cortos, de carácter educativo, en su natal Lima y otros lugares sudamericanos. Ambos se mostraron confiados en el triunfo que tendrá la serie, por la entrega que ellos hicieran de su propio yo, a la causa de ORO Productions: mejorar la impresión que se tiene del hispano y mostrar que nosotros, tenemos valores artísticos de altos coturnos, orgullosos de nuestra cultura, soterrada en raíces de siglos, con proyecciones universales y eternas.

Ground-breaking Hispanic entertainment specials good in any language

HOLLYWOOD — High in the hills of Hollywood a small band of Texans is on the march.

Their leader wears a T-shirt and the T-shirt tells it all: "Only Those Who Attempt the Absurd Can Achieve the Impossible."

"We have never accepted negatives in this company," declares Samm Pena of ORO Productions, and Samm means what he says.

Samm. Milby High School and the University of Texas (Class of '75), is producer and chief spokesman for a new television venture that's set to knock your socks off at 4 p.m. Sunday on Houston's Ch. 2. Twenty-four other stations around the country are carrying his show, and when it premiered last week in Los Angeles, the reaction was instant cards and letters (70 percent from Anglos) calling for more.

Bravisimo is the name, and in Los Angeles, the ABC affiliate ran it. "Not because it's an ethnic show, any more than *Three's Company* is a Caucasian show," said the station manager, "but because it's good entertainment . . . We're very, very excited."

Excited is too mild a word for Samm Pena and his partners in this *Bravisimo* venture to produce 10 hour-long entertainment specials starring top Latin performers in a bilingual showcase of electronic dazzle. Samm is *Bravisimo* producer/director. His partners are Houstonian Frank S. Goldberg, executive producer; Robert J. Armband, producer; Houstonian Roger Aronoff, associate producer; and Joe C. Hernandez Jr., associate producer.

And their timing couldn't be better. Item: ABC, in a shot to capture a rapidly growing Hispanic audience (now estimated at 4.5 million in the Los Angeles area alone), recently started running Spanish radio simulcasts of some programs in five cities. ABC has bought *Bravisimo* for its owned-and-operated stations. Ten ABC affiliates are on the list; seven from NBC, and two from CBS. The buyers range from New York, Los Angeles and Chicago to Mount Vernon, Ill.

"*Soul Train* started with eight stations," Samm gloated. "We have 25. Everything we've done they told us couldn't be done. And we've had to market, syndicate and produce it out of this very house." He gestured to the bare walls of his hilltop home-turned-TV-studio. "We kept just two bedrooms for sleeping. We call it Camp Video."

It all began four years ago, when Samm and Robert Armband were both fresh out of UT and working at Houston's KEYH. "The station had just turned Spanish, and I thought it would be a good chance to do some promotions," Samm recalls. "Everything we suggested got turned down, and I said to myself, Why am I working for people who don't want to do things?" When they couldn't answer the question, Pena and Armband quit — to do it themselves, in Bravo Productions and a series of promotions of live concert tours.

"The primary goal of creating that was to produce the first Latin special for network prime time," Samm recalled. "Everything that's happened since is another step toward getting there."

"I don't like separatism, and music crosses every line. That's why this show does outreach, crossover. Latin music has always been popular, and I think this show will make it be very big again," he says.

Each of the 10 shows in this series is different. Sunday's premiere is an elegant evening of Latin entertainment at the Hollywood Palace. Others include concerts by an energetic group called Tierra; a sensational Argentine singer, Amanda Miguel; and Mexico's Vicente Fernandez (parts of that were filmed in Houston); a rodeo contest pitting Mexican charros against American cowboys; and a potpourri of international artists and new discoveries in performance. Co-hosts for the series are Anacani, who used to be a regular with Lawrence Welk, and former world welterweight boxing champ Carlos Palomino.

These first 10 will be presented once monthly, and if they work, the next step is to put out a half-hour weekly series.

It hasn't been easy, but their worst time turned out to be their best break, and a snubbing was a blessing in disguise. Television programmers meet annually to buy new program wares at a convention called NAPTE. Samm has taken *Bravisimo* to NAPTE three years running. "Last year," he reports, "people went out of their way to be cruel. It was the best thing that ever happened to us. There's still a lot of subtle prejudice in this business. Talk about Latin entertainment, and they see mariachis."

But there were a few words of encouragement — from Houston's Tom Reiff, for one. "He told us to go home and work on it, and if we got it going, he'd have a place for it on Ch. 2, Samm recalled. (Reiff bought it "because I like the cross-over appeal, and I think it's good entertainment. Young viewers will like it, too.")

"When we filmed Vicente Fernandez in Houston," Sam recalled, "Ch. 2's Roberto Gutierrez did a news thing on him, and we knew we had it made. Ch. 2 got so many calls about that news piece, they reran it twice on the *Ron Stone Show*."

The more opposition they got, the more determined Samm & Co. were to show 'em.

"When we went back this year, it was wonderful. It was a slow NAPTE, a great place for them to rest a minute. Once they looked, they were hooked. We stunned them," Samm boasts. "We were shooting for 30 markets, and we got 25. Latins only live in 30 cities — the rest are in the fields. Some of the markets we got don't even have a Latin population, and for national advertisers Samm snared a couple of biggies. "I wanted one who would give it as much attention as a Kraft hour," he said. He got Coca-Cola and Miller Beer. Next, he went looking for stars.

"They said we couldn't get them," he recalls. "Our first rule is never listen to anybody who is not in our company. We'd be back in Houston playing basketball at the neighborhood rec center if we did."

Bravisimo has bagged top international artists, with the simple promise of doing right by them. "We are glamorizing our artists," Samm explained. "These people have been much maligned. Our artists are not jaded with TV. They've never been on TV. They're thrilled to be doing it . . . got Vicente Hernandez, the John Wayne of Mexico. We said we'll produce you like you're Frank Sinatra, and he came."

"To make people believe we were serious, we threw the biggest taping party imaginable at the Hollywood Palace. The president of Coca-Cola invited a black tie audience, and who could refuse the president of Coca-Cola? The audience was all Anglos, and they had a ball."

Seven shows are finished now, and the word is getting around. "Herb Alpert is calling us," Samm glowed. "I'm getting tapes from everywhere . . . We're taking care of the international artists first because they're hardest to pin down. But we plan to do lots of things with artists from here. I'd love to do a show in Houston, or somewhere else in Texas."

The production values take a cue from MTV's glitter, and electronically, *Bravisimo* may be state of the art. They make even network variety shows look old hat.

Samm's brand of enthusiasm is catching. He's already had lots of offers from other Hollywood producers, and he's working on a screenplay now. But the offers have gone by the boards. "I haven't been working at this for four years just to go out and get myself a job," he laughed. "All we ask is, give us a break, turn it on, and look at it without any preconceived notions. I think it's just good entertainment — no matter if you're Latin or not."

CALENDAR

LATINO COMIC IS A BARRIO OF LAUGHS

By MAX BENAVIDEZ

"I tell people that I'm Mexican," Paul Rodriguez says to his mostly white audience, "because there are so many Arabs in this neighborhood. And they look like Mexicans. They're short. We're short. They're brown. We're brown. They've got money . . . We're brown."

He puts on a gang-style headband and swaggers toward the audience: "Hey, do you know me? My name is Paul Rodriguez. But when I travel, people don't know who the hell I am. That's why I carry the Mexican Express Card."

He whips out a giant knife: "It's recognized and respected all over the world."

The audience screams with delight. "Who is this Chicano who jokes about Mexicans and apparently loves every minute of it?"

Paul Rodriguez is one of the new breed of comic, influenced by the irreverencies of "Saturday Night Live" and the no-holds-barred, confessional humor of Richard Pryor. The new comedians disdain taboos.

For Rodriguez, almost anything is fair game for a joke. Along with his audience, he feels free to laugh at ethnic caricature (and a host of other "sensitive" subjects) without social discomfort. Since he is Mexican-American, he feels that he can joke about the low-rider who gets on the freeway and cruises the fast lane at 35 miles an hour "because he has 40 other Mexicans in the trunk." And he can admit to the way that extraterrestrials might fare in East L.A. "If E.T. had landed in my yard," he says, "I would have brought him into the house and my father would have said, 'Hey, I told you, don't be bringing no Filipinos home.'"

At age 26, after only two years in the business, the iconoclastic Rodriguez is supporting himself with his jokes. During the day, he polishes his act and works on ideas for new material in his Hollywood apartment. At night, he refines his timing and delivery at club dates here and around the country. He is a regular at The Comedy Store and often plays The Improvisation. As an emcee, he sometimes provides jokes and banter for music revues at The Roxy and Club Lingerie. And, because he is bilingual, he regularly plays Spanish-language clubs like Candelas and Magon's.

He also does weekly warm-ups for the "Gloria" TV series tapings, where he offers his "Anglo Saxon set" to a mostly out-of-town Middle American studio audience. He also appears regularly on Showtime's "The Big Laff Off," a cable comedy show, and recently finished taping a special for HBO with Richard Belzer, called "Belzer Behind Bars."

He was reared in East L.A., one of a dozen children. He didn't finish high school and, of course, had few options. One was the service: "I got into the Air



'Hey, do you know me? My name is Paul Rodriguez. But when I travel, people don't know who the hell I am. That's why I carry the Mexican Express Card.' He whips out a giant knife: 'It's recognized and respected all over the world.'

Force to get out of the barrio," he explains. "I wanted to fly. I wanted to be a pilot, so I took a GED test and, boom!—I was in the Air Force stationed in Europe."

An officer suggested that when his term was done, he go to college on his GI Bill. He did, ending up at Cal State Long Beach.

He drifted into acting classes and a teacher told him, "You know, you're very funny."

She personally took him to an open-stage night at The Comedy Store—and Rodriguez found his calling.

At one time, funny meant survival: "I was always a comic," he says. "Comedy was my secret weapon. It saved my life many times. I wasn't the meanest dude in the barrio, but I was the funniest."

Indeed, there is a street-wise quality to his humor. He has a fast mouth and a sharp eye for vulnerability. But there is a clear sense of rage beneath the surface. As he kiddingly will say, "I'm not here to be funny. I'm here to create racial tension." With the next breath, he observes that the police seem to lavish inordinate attention on Chicanos: "Here in Los Angeles, if your car has primer spots, that's probable cause. I tell the police, 'You can chokehold me, I'm Mexican. We're not susceptible.' Then he'll add—in a snide voice—"The Anglo-Saxons from Palos Verdes aren't liking this very much."

Still, his bravado is balanced by an affable stage manner. By acknowledging the anxiety that some members of his audience may feel, Rodriguez is able to make comments without making enemies. In the process, we are presented with a refreshing counterpoint to many of the negative stereotypes that get attached to Chicanos. By poking fun at his own community, he also rejects the image of an uptight Chicano who is either defensive or evasive about being Mexi-

can-American.

All of this is to say that Rodriguez can skillfully couch comment in the lining of a joke: "I realize when I watch white people dance that God didn't give them rhythm. It's all right though, he gave them jobs."

Some of his favorite bits spin off recent news items, he says. He jokes about the reasons several Latino students were forced to take a college entrance exam over again when they scored too high on the first one. He mimics the staff at the Educational Testing Service: "Mexicans getting scores that high? My God, it's not genetically possible." But within minutes, he shifts gears to explain why there are so few divorces among Chicanos. "Who wants custody of 25 kids?" he asks.

Rodriguez doesn't confine his barbs to Mexicans. On Iranians: "They come to this country and go to college for years and years. Now, how much education do you need to be a night manager at Seven-11?" He does a bit on Jewish cockroaches that collect crumbs and sell them retail to other cockroaches. WASP surfers get the treatment complete with exaggerated expressions of Val-speak. He relates a story about a black family that opened a Mexican restaurant in Watts and called it "Casa Yo Mama." He refrains from Italian jokes (well sort of) because "I don't want to find a horse's head in my bed."

To the heavy side: He has "this great need to say something." During an interview, he said, "I need to say it for those who can't. For the 7,000 Chicanos who died in Vietnam and will never have a chance to say it." As he sees it, "This country was built on free speech. I'm just exercising it and making a living doing it."

In this way, Rodriguez says he differs from many people in his community. He

thinks that, "most Mexicans in Los Angeles, even if they've been here for generations, still see themselves like Jews in Nazi Germany." Even his parents, he says, convey this sense of collective paranoia. "My parents are from Mexico. And they actually believe that if I keep talking about Reagan's policies and social issues, that the government is going to deport me."

He has a routine in which he contrasts the welcome accorded to a white dissident from Eastern Europe to the welcome given a brown refugee from El Salvador. "You can see it for yourself on TV or in the paper. If two dissidents are slapped around by the security police, it makes headlines. But a whole village can be wiped out in El Salvador and we might not hear about it for months."

Still, for all his criticism, he says that he loves this country: "Where else but in America," he tells his audience, "could a Mexican girl date an Irish guy, drive a Japanese car to a Chinese restaurant, come back and be arrested by a black cop?"

Rodriguez says he believes that the success of the late Freddie Prinze proves that people will accept a sharp Latino comic—and Prinze holds a special place in the Rodriguez's pantheon of heroes. Although he identifies with Pryor, George Carlin, even Will Rogers, it's Prinze whom he loves: "He is dead to everybody but me."

The way Rodriguez sees it, Prinze just didn't know what to do with his incredible success. "Where do you go from \$40,000 a week and everyone kissing your butt?" he asks.

He knows that the world of entertainment can be brutal but he thinks he's ready: "I will not commit the same mistake that Prinze did. I can promise people that there is no tragic ending to Paul Rodriguez." □

Benaidez is an L.A. writer.

TV/TERRENCE O'FLAHERTY

"BRAVISIMO" IS a different experience. This is a new musical series that features Latin entertainment in its many varieties, which comes as a breath of fresh air in contrast to the monotony of rock. It made its debut last week and will continue as an occasional Saturday night feature on KGO-TV at 11:45 p.m. starting August 6.

Last Saturday's opener was co-hosted in English by Carlos Palomino, former welterweight boxing champion, and Anacani, a performer on the Lawrence Welk Show for 10 seasons. The performers they introduced in concert at the Palace in Los Angeles put on an artistic gamut from extravaganzas reminiscent of Havana before Castro to virtuoso displays of classical guitar-playing backed up by a full orchestra.

Many of the acts will be familiar to viewers of south-of-the-border cable TV variety shows. They may occasionally seem gaudy to the northern eye, with a yard of sequins when a square foot would be in better taste, but there is also a Hispanic vitality here that is a joyful relief from the decadence that is becoming an increasing characteristic of American and British pop entertainment.

The "Bravisimo" series is a package of 10 hour-log productions produced by Oro Productions in Houston, Texas, and purchased by KGO-TV.



Television

Michael
Munzell

Innovative musical series has sultry sound of a winner

NOTHING ENGAGES THE GEARS in the rear quite like a Latin beat.

Even the terminally ungainly exhibit liquid locomotion when the sensual rhythms of the salsa, the mambo, the rumba or the samba get a grip on the hips.

Should one be sitting when this phenomenon occurs, the frustration factor may leap alarmingly. Hence, KGO's new 10-part series "**Bravisimo**" might best be viewed while standing — or swaying.

"Bravisimo" is a syndicated musical variety series with a south-of-the-border sound. KGO will air the first five shows on consecutive Saturdays (11:45 p.m. Ch 7) starting tomorrow. The second half of the series will air in January.

Though many of the songs are sung in Spanish or a combination of Spanish and English, the show's bilingual co-hosts stick to English for all introductions and interim patter. Happily, the chitchat is minimal. "Bravisimo" promises singing and dancing and it delivers.

Former welterweight boxing champion Carlos Palomini and songbird Anacani emcee the series. The performers are Latin superstars, none of whom is exactly a household name north of the Rio Grande. More's the pity.

THE PREMIERE, which was taped in the Palace in Los Angeles, features Fernando Allende, Amanda Miguel and modern dancer Shabba-Doo.

Anacani sings too. Fans of "The Lawrence Welk Show" will recognize this beauty. She was a regular on that series for a decade. Since Welk and his hygienic bubble blowers never captured my fancy, "Bravisimo" provided my first good gander at this very talented performer. (Frankly, I always thought Anacani was some kind of Ceylonese snake.)

Allende was allegedly a featured player on NBC's "Flamingo Road," another series I failed to follow with any enthusiasm. He is also billed as a heartthrob in the Hispanic community. I can't vouch for the touts but I can tell you this much: Allende can put a song across with panache and wrap an audience around his cordless mike.

Argentinian Amanda Miguel also seasons her stuff with sizzle but she has been sabotaged by a mad hair-burner. The demented stylist fashioned Amanda's coif into a fair approximation of a long-haired poodle cursed with static electricity.

"BRAVISIMO" COMES FROM Oro Productions of Houston, Texas, and is produced by Samm Pena. One of Pena's stated purposes in creating the show was to smooth the path for cross-cultural understanding in this country. It works. When the series began in Los Angeles, the local station was reportedly flooded with cards and calls. Pena said 70 percent were from Anglos asking for more.

Viewers put off by the prospect of listening to tunes in a language they don't understand should cast off their caution. Spanish flows with such a lovely, lilting sibilancy that the meaning of the words is almost secondary. The performers have no trouble conveying the messages of love, sorrow, loss etc. with sinuous no-fault body language. Besides, how many words in English songs can most people understand?

And (not to shave too fine a point on all this), the show offers a sugar-coated opportunity to pick up a few words in a foreign language which is the first tongue of many of our neighbors. Now where's the harm in that?

ASIDE FROM THE HO-HUM ANTICS of hooper Shabba-Doo, my main objection to the show is the time slot KGO carved out for it. This kind of high-tech solid entertainment deserves a berth in prime time.

Future installments promise a potpourri of international artists, new discoveries and even a rodeo pitting Mexican charros against American cowboys.

Personally, I don't care what the featured segments include as long as the beat goes on. I may not have a drop of Hispanic blood in my veins but I can't deny the Latin rhythm in my bones.

I suspect The Boss, in all His wisdom, put a little cha-cha in everybody's soul.

MUNZELL RECOMMENDS: Ice the tube tonight and don your dancing shoes. "Stepping out" is always a smart way to start a weekend — especially when you spice it up *con la salsa*.

On Saturday (at 8 p.m. Ch 44), KBHK will splice together three of the original "Twilight Zone" episodes which were remade for the recent movie.

TRANSFER SHEET
RONALD W. REAGAN LIBRARY

COLLECTION: *WHORM: Subject File, 1981-1989* ACC. NO.: *A89-01*

The following material was withdrawn from this segment of the collection and transferred to the *X*
AUDIOVISUAL COLLECTION _____ BOOK COLLECTION _____ MUSEUM COLLECTION _____
OTHER (SPECIFY: _____)

DESCRIPTION:

PR016-01 #178848

*3/4" video cassette entitled "Bravissimo 5 Show
Demo 20:00 Oro Productions"*

Transferred from OA 8173

SERIES <i>PR016-01 Public Relations: Broadcasts-Telecasts</i>	BOX NO.
FILE FOLDER TITLE: <i>PR016-01 120000-181000</i>	
TRANSFERRED BY: <i>Sherie M. Fletcher</i>	DATE OF TRANSFER: <i>3/20/92</i>



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ID #

179035

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

PR016 01

☐ O - OUTGOING☐ H - INTERNAL☒ I - INCOMINGDate Correspondence
Received (YY/MM/DD)

83/10/12

Name of Correspondent:

Peter Larson

☐ MI Mail Report

User Codes: (A)

(B)

(C)

Subject:

Please provide a fact sheet
on "rock hounds" and public lands

ROUTE TO:

Requests signed copies of a ^{early} radio broadcast
by the President, "Keep off the Grass" & expresses
interest in "rock hounds"

ACTION

DISPOSITION

Office/Agency

(Staff Name)

Action
CodeTracking
Date
YY/MM/DDType
of
Response

Code

Completion
Date
YY/MM/DDCO Hi99
✓ DOI

ORIGINATOR

83/10/12

A H

A8312/25

Referral Note:

F

83/10/17

C 83/11/15

Referral Note:

Referral Note:

Referral Note:

Referral Note:

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as Enclosure

I - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered
B - Non-Special Referral
C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments:

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 4690 4660 _____

Prime Subject Code: PR016.01 Secondary Subject Codes: FB001.04 NR _____
FB001. 30 _____
PR005.01 FB018. _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C		Time: _____	P- _____
DSP		Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

December 5, 1983

Dear Mr. Larson:

Your letter to the President sparked an interest in me for the problem of "rockhounds." I asked the Department of the Interior for some background on rockhound activity, thinking that it might be helpful to you. It's coming attached to this letter.

Best wishes and good luck. I'm also enclosing a photograph of the President that you requested, and it comes to you with his appreciation and best wishes.

Sincerely,

Anne Higgins
Special Assistant to the President
and Director of Correspondence

Mr. Peter Larson
President
Black Hills Institute
Box 643, 217 Main Street
Hill City, SD 57745

AVH/ebp-12AVH

(Let's do an inscribed autographed photo to him to go along with this letter and the rockhound material. Make a copy of the rockhound material for Chuck's file.)



*To Peter Larson
With best wishes,*

Ronald Reagan

UNITED STATES
DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

Bureau of Land Management input to
Interior controlled correspondence 56018,
regarding White House referral ID 179035,
Peter Larson letter; Attn. Sally Kelley.

*Sally -
what's this*

*See a.
your memo
directing we get
a fact sheet for
H.*

THE WHITE HOUSE
WASHINGTON

Date:

To:

Sally

*Could we pls
ask Interior
to get me a
fact sheet on
"Rock Land
rights"*

Anne

ANNE HIGGINS
Special Assistant to the
President and Director
of Correspondence
Room 94, x7610

T H E W H I T E H O U S E O F F I C E

REFERRAL

OCTOBER 17, 1983

TO: DEPARTMENT OF THE INTERIOR

ACTION REQUESTED:

FURNISH FACT SHEET TO BE USED AS ENCLOSURE

DESCRIPTION OF INCOMING:

ID: 179035

MEDIA: LETTER

TO: PRESIDENT REAGAN

FROM: MR. PETER LARSON
PRESIDENT
BLACK HILLS INSTITUTE
BOX 643
217 MAIN STREET
HILL CITY SD 57745

SUBJECT: REQUESTS SIGNED COPIES OF AN EARLY RADIO
BROADCAST BY THE PRESIDENT "KEEP OFF THE
GRASS" AND EXPRESSES INTEREST IN "ROCKHOUND"

PROMPT ACTION IS ESSENTIAL -- IF REQUIRED ACTION HAS NOT BEEN
TAKEN WITHIN 9 WORKING DAYS OF RECEIPT, PLEASE TELEPHONE THE
UNDERSIGNED AT 456-7486.

RETURN CORRESPONDENCE, WORKSHEET AND COPY OF RESPONSE
(OR DRAFT) TO:
AGENCY LIAISON, ROOM 91, THE WHITE HOUSE

SALLY KELLEY
DIRECTOR OF AGENCY LIAISON
PRESIDENTIAL CORRESPONDENCE

DRAFT/Date 10/11/83

RR / / /
(Drafter) (Rev. I) (Rev. II)

AVH / KCS / /

SPECIAL INSTRUCTIONS:

Enclosures:

Other:

inscribed
ENCLOSE ~~RR~~ FACSIMILE PHOTO

Dear Mr. Larson:

Thank you for writing to President Reagan. I regret that we cannot provide multiple signed copies of the radio address which you have submitted. Our policy does not allow for sending a number of ^{signed} items to someone outside the White House to distribute. We hope you understand.

I have enclosed a signed photograph of President Reagan and it comes to you with his best wishes.

S/AVH

Mr. Peter Larson, President
Black Hills Institute
of Geological Research, Inc.
Box 643
217 Main Street
Hill City, South Dakota 57745

CHARLEY SHEPHARD

This is a radio address he made
before becoming President.

nm



Black Hills Institute of Geological Research, INC.

Box 643 / 217 Main St. / Hill City, SD 57745 / (605) 574-4289

178993

President Ronald Reagan
The White House
Washington, D.C.
20500

Dear President Reagan,

Recently I came across a copy of a transcript of one of your radio broadcasts entitled "Keep off the Grass" (enclosed). I was very impressed with the ideas you expressed in this broadcast. The manner in which the use of PUBLIC LAND was addressed was very inspiring. I would greatly appreciate receiving several signed copies of the transcript for myself and a number of my friends.

I am a geologist whose interest in geology began as a "rockhound". The accessibility to the Public Land by this group of people known as "rockhounds" has recently come under-fire by the Bureau of Land Management. We are presently attempting to deal with this situation by supporting "The Paleontological Resources Conservation Act of 1983" which will assure Rockhounds, Students and Scientists the accessibility needed to pursue their hobby, study and research.

Your stands on Big-Government, Bureaucracy, Taxes and Individual Freedoms do not go unnoticed by the American Public. I, for one, am behind you 100%.

Sincerely Yours,

Peter Larson
President - Black Hills Institute
President - American Association of Paleontological Suppliers

The folling article is a reprint of a radio program entitled "Keep Off the Grass!" (Commentary by Ronald Reagan)

"I've commented once or twice about what appears to be a move by the federal government to tie up more and more of the land area of the U. S. Right now something called "Rare 11" is going on. Rare stands for Roadless Area Review and Evaluation. It is a program by the BLM and the Forest Service to take about 62 million acres of national forest and national grasslands in 37 states and Puerto Rico and designate them as wilderness areas. This would mean, of course, the closing of all roads. In other words, only those robust enough to go backpacking would have access to those millions of acres of scenic land.

To show what this means to many Americans, let me read you a portion of a letter I received from Mrs. Corey. It reads: "I happen to be what is popularly called a "rockhound", as is my husband. Many areas have been open to us for many, many years, for hunting gem and rock materials (from which we make jewelry we sell to make a little extra money.) If these plans--Rare 11-- go through, some 500 rockhound areas in the Southwest alone will be closed to us."

Mrs. Corey then explained how rockhounds have certain areas posted for their use, how it is traditional with rockhounds that they leave no litter behind and even engage in clean-ups of areas where campers have carelessly left rubbish, etc. She goes on to say, "Our hobby happens to be one in which senior citizens participate to a great extent. Many of us are disabled so that we cannot backpack, but we can go on the club trips if we can use the 4-wheel drives or the recreational vehicles. The FDI and NFS plans would deny us all this. It is a healthy hobby which gets us outdoors and helps keep us active--good for both the morale and the body. If my husband and I did not have this type of recreation, I'm afraid we might become very inactive, and do only sedentary type things, which you know is the worst possible thing for older people." Mr. Corey will be retiring in two years and they both look forward to continuing their hobby.

In a P.S. she added, "We want to be entirely self-supporting by our own hands. I believe you will find most of us feel this way---that is in our particular generation." Amen! She closed by pleading not for just rockhounds but for all who enjoy the great outdoors.

Mrs. Corey is right to be concerned and I think we all should be, lest a handful of extremists plus these government agencies lock up in a preserve, the great scenic areas of our land for the benefit of a privileged few.

The Phillips Co. News in Montana reports that two special agents of the Dept. of Interior appeared at the home of a retired rancher, Mr. Oshio, with a search warrant and confiscated the collection of arrowheads he had hanging on his living room wall.

The fact is, the Montana rancher had been collecting such artifacts for years as a hobby--not to sell. The federal agents said he had broken the law by taking them from the public land. I find it inconceivable that a hiker coming upon an arrowhead in the desert or national forest is breaking the law if he picks it up. As the song says, "This land is our land". It is not a bureaucratic private preserve."

FACT SHEET

Rockhound Activity on Public Lands of the United States

DEFINITIONS. For purposes of this fact sheet--

"Rockhound activity" means avocational search for and collection of small quantities of rocks and minerals, especially semiprecious stones, for non-commercial, personal use and enjoyment. Rockhound activity sometimes also includes search for and collection of archaeological specimens such as arrowheads, and paleontological specimens such as invertebrate fossils and petrified wood.

"Public lands" means lands which are owned by the United States and administered by the Secretary of the Interior through the Directors of the National Park Service, the Fish and Wildlife Service, and the Bureau of Land Management, and by the Secretary of Agriculture through the Chief, U.S. Forest Service. Together these lands account for some 94 percent of all federally owned lands. The agencies named have published regulations which address various collecting activities on lands under their jurisdiction.

PERMISSIBLE ACTIVITY.

National Park Service. In recreational areas of the National Park System, the gathering or collecting of small quantities of pebbles or small rocks by hand for personal use is allowed, so long as the gathering or collecting is not for the purpose of sale. Similar activity is not allowed in natural and historical areas of the System.

Fish and Wildlife Service. On National Wildlife Refuges, the search for semiprecious rocks, stones, or mineral specimens and their removal require a permit.

Bureau of Land Management. Except on developed recreation sites and areas, or where otherwise prohibited and posted, it is permissible to collect reasonable amounts of rocks, mineral specimens, common invertebrate fossils, and semiprecious gemstones for noncommercial purposes.

U.S. Forest Service. On the National Forests, there are no restrictions on the non-commercial collection of rocks, minerals, and semiprecious gemstones except in designated or posted areas, so long as collection would not interfere with other authorized land use or disturb the environment.

PROHIBITED ACTIVITY.

National Park Service. In natural and historical areas of the National Park System, possession, destruction, injury, defacement, removal or disturbance of any petrified wood, rock, mineral formation, phenomenon of crystallization, artifact, relic, historic or prehistoric feature, or of any other public property of any kind, is prohibited, except where authorized by permit.

Fish and Wildlife Service. On National Wildlife Refuges, the destruction, injury, defacement, disturbance, or unauthorized removal of any public property, including natural objects and objects of antiquity, is prohibited, except where authorized by permit.

Bureau of Land Management. On all lands administered by the Bureau of Land Management, defacement, disturbance, removal, or destruction of any scientific, cultural, archaeological, historic, or cave resource is prohibited, except where authorized by permit.

U.S. Forest Service. On the National Forests, digging in, excavating, disturbing, injuring, destroying, or in any way damaging or removing any paleontological, prehistoric, historic or archaeological resource, structure, site, artifact, or property is prohibited, except where authorized by permit.

REGULATIONS.

The details on permissible and prohibited recreational activities on lands administered by these agencies can be found in the Code of Federal Regulations (CFR) under the following Titles and Parts:

36 CFR Part 2	National Park Service
50 CFR Part 27	Fish and Wildlife Service
43 CFR Part 8360	Bureau of Land Management
43 CFR Part 3	Federalwide
43 CFR Part 3620	Department of the Interior
36 CFR Part 261	U.S. Forest Service

In all cases, before going onto the public lands of the United States to engage in rockhound activity or similar collecting pursuits, it is advisable to inquire about areas open for collecting and about special restrictions at the field office of the Federal agency responsible for administering the lands where collecting is proposed.

179140

4200

PR016-01

PP00501

October 12, 1983

Dear Mr. Belanger:

Thank you for writing. Nancy and I enjoyed doing the Merv Griffin Show. It was a pleasant opportunity to chat informally with Merv and the American people.

Although I have not yet made my decision about seeking a second term, I am very grateful for your kind and supportive words. Nothing pleases me more than to know that I have the goodwill of the American people -- especially members of the other party.

Nancy joins me in sending our best wishes.

Sincerely,

RONALD REAGAN A

Mr. Serge A. Belanger
Belanger & Sullivan
109 Bank Street
Waterbury, Connecticut 06702

RR:AVH:KCS:pps

831013

DRAFT/Date 10/11/83

RR / KCS / [Signature] / [Signature]
(Drafter) (Rev. I) (Rev. II)

AVH / _____ / _____

SPECIAL INSTRUCTIONS:

Enclosures:

Other:

S/PA
N

Dear Mr. Belanger:

BELANGER & SULLIVAN

REALTORS — APPRAISERS

POST OFFICE BOX 1468

109 BANK STREET

WATERBURY, CONN. 06702

TELEPHONES: 753-5154 — 754-4943

September 30, 1983

President Ronald Reagan,
The White House,
Washington, D.C.

Dear Mr. President;

Your recent appearance on the Merv Giffin Show was magnificent.

We enjoyed and appreciated every second of the broadcast.

We approve of your dignity and ability to do the splendid performance you had.

We do appreciate your high qualities and genuinness you manifest at every appearance YOU make.

We, also, appreciate Mrs. Reagan as an illustrious lady. We observe every appearance she makes on T.V. or in the newspapers.

Your record for honesty and ability are of the maximum degree.

As a registered democrat, age 81, I have never voted for a Republican President. However, come November, 1984 - YOU can count on my vote, and as many others that I can approach.

With God's blessing on YOU and Mrs. Reagan.

We appreciate and love YOU both.

Sincerely yours,

Serge A. Belanger
Serge A. Belanger



5/13/74

S. Oliver 1-12 1974

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179161

4690

PR016-01

October 13, 1983

LD

Dear Paul:

Many thanks for your note following our
appearance on the Merv Griffin Show. We
enjoyed it ourselves.

With best wishes,

Sincerely,

A

RONALD REAGAN

Mr. Paul W. Keyes
135 Screenland Drive
Burbank, California 91505

RR:AVH:pps

831013

THE WHITE HOUSE
WASHINGTON

Anne?
no

TO: Anne

FROM: KATHY OSBORNE
Personal Secretary
to the President

DATE: 10-3

Although he (almost)
used the code - he is
not on first name
card. Should we
respond?

HC -

Dear Paul,

Many thanks for
your note following
your appearance on
the New Griffin Show.
We enjoyed it
ourselves.

YW/best wishes,

S/

ADMINISTRATIVE
THE WHITE HOUSE

Paul W Keyes Productions Inc

135 Screenland Drive, Burbank, California 91505
Telephone 213/849-1151

September 28, 1983

President Ronald Reagan
The White House
Washington, D. C.

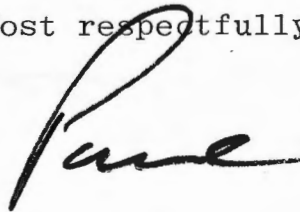
Dear Mr. President:

I saw your television appearance last night with Merv Griffin. I was most happy to see you come across as the fine, decent, compassionate man that you are.

If I have a vote....and I know I don't.... I would heartily recommend your doing more of this type of programming which lets you come through so warmly in charge.

Due to the nature of most of the rest of television which goes with the office, much of it gets the informatin across but not always the decency of the man behind it.

Most respectfully,

A handwritten signature in dark ink, appearing to read "Paul", written in a cursive style.

sg
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 14, 1983

179261
1110
PR016-01
13006-01

MEMORANDUM TO WHITE HOUSE STAFF

FROM: KIM HOGGARD *KH*
SUBJ: Television appearances, Sunday, October 16

LDL

The following individuals are scheduled to appear on the three network interview programs Sunday, October 16:

ABC "This Week With David Brinkley" 11:30 am EDT Channel 7

Ed Rollins, Campaign Director, Reagan-Bush '84
Sen. Patrick Moynihan, (D-New York)

CBS "Face The Nation" 11:30 am EDT Channel 9

James Baker, Assistant to the President and Chief of Staff

NBC "Meet The Press" 12:00 noon EDT Channel 4

Frank Borman, President, Eastern Airlines

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PR016-01

☐ O - OUTGOING

☐ H - INTERNAL

☐ I - INCOMING

Date Correspondence Received (YY/MM/DD) 83/10/17

Name of Correspondent: John C. Danforth

☐ MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: Requests a live audio/video hook-up between Mrs. Reagan & KETC-TV following a PBS TV program entitled "Chemical People."

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>LA DUBE</u>	<u>ORIGINATOR</u>	<u>83/10/17</u>	<u>NAN</u>	<u>C</u>	<u>83/10/17</u>
	Referral Note:				
		<u>/ /</u>			<u>/ /</u>
	Referral Note:				
		<u>/ /</u>			<u>/ /</u>
	Referral Note:				
		<u>/ /</u>			<u>/ /</u>
	Referral Note:				
		<u>/ /</u>			<u>/ /</u>
	Referral Note:				

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as Enclosure

I - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered
B - Non-Special Referral
C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments: Per instructions per Danforth's office - file request & disregard

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOb).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 1220 _____
 Prime Subject Code: PR016-01 Secondary Subject Codes: PP00501 H9006-01
PR011 _____
PR007 _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

110252

ROBERT J. DOLE, KANS., CHAIRMAN

BOB PACKWOOD, OREG.
WILLIAM V. ROTH, JR., DEL.
JOHN C. DANFORTH, MO.
JOHN H. CHAFFE, R.I.
JOHN HEINZ, PA.
MALCOLM WALLOP, WYO.
DAVID DURENBERGER, MINN.
WILLIAM L. ARMSTRONG, COLO.
STEVEN D. SYMMS, IDAHO
CHARLES E. GRASSLEY, IOWA

RUSSELL B. LONG, LA.
LLOYD BENTSEN, TEX.
SPARK M. MATSUNAGA, HAWAII
DANIEL PATRICK MOYNIHAN, N.Y.
MAX BAUCUS, MONT.
DAVID L. BOREN, OKLA.
BILL BRADLEY, N.J.
GEORGE J. MITCHELL, MAINE
DAVID PRYOR, ARK.

United States Senate

COMMITTEE ON FINANCE

WASHINGTON, D.C. 20510

RODERICK A. DEARMONT, CHIEF COUNSEL AND STAFF DIRECTOR
MICHAEL STERN, MINORITY STAFF DIRECTOR

October 14, 1983

179575

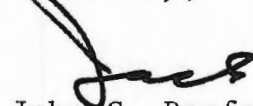
Mr. Ken Duberstein
Assistant to the President
for Legislative Affairs
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Ken:

I understand that the First Lady will take part in the live broadcast of a PBS television program entitled "Chemical People" on Thursday, October 27th. Constituents of mine in St. Louis, who are also concerned about the problems of drug and alcohol dependency, plan a special viewing of this program for business and civic leaders at the local PBS affiliate, KETC-TV. As you can see from the enclosed letter, this group is interested in the possibility of arranging a live, post-program audio/video hook up between the White House and KETC-TV in St. Louis. The purpose of this arrangement would be a brief (5-10 minute) exchange of comments and views on the program and/or the problem of chemical dependency. Technical arrangements would be coordinated by the Washington, D.C. and St. Louis PBS affiliates.

Your consideration of this request would be greatly appreciated. If I can be of any assistance in facilitating these arrangements, please do not hesitate to let me know. Best wishes.

Sincerely,


John C. Danforth

Enclosure

Tretter-Gorman, Inc. Public Relations

222 South Central - Suite 1010
St. Louis, Missouri 63105
Telephone (314) 726-2655

October 11, 1983



Senator John Danforth
815 Olive
Room 228
St. Louis, MO 63101

Attn: Mr. Robert McDonald

Dear Jack:

Mr. McDonald has kindly offered to expedite this request for your participation and assistance with a civic leadership forum in St. Louis on Thursday, October 27 from 7-9p.m. at KETC-TV Channel 9.

At 7:30 p.m. that night, Nancy Reagan and Michael Landon will co-host a live broadcast from the White House about drug and alcohol abuse, entitled "Chemical People." A group of St. Louis corporate and civic leaders are being invited to our PBS studio to watch the program which is nationally sponsored by Metropolitan Life and locally sponsored by PPC (Personal Performance Consultants, Inc.). The latter is a St. Louis-based firm that provides employee assistance programs to employers nationwide.

Their goal is to involve the St. Louis corporate community in efforts to tackle problems of teenage drug and alcohol abuse, so that top executives can go back to their offices and encourage employees to attend their community town hall, follow-up meetings on Nov. 2 and 9.

We are soliciting your help in three ways:

1. Can you possibly be present as a government leader who supports Mrs. Reagan's efforts?
2. If commitments in Washington make your "live" presence here impossible, can you participate in a conference call hook-up with Mrs. Reagan following the broadcast in the Channel 9 studio. We are asking if your office can facilitate such a hook-up directly with the White House. There should be the capability of an immediate audio/visual connection with the studio in St. Louis. We can designate a special corporate guest here to be the liaison locally with you and Mrs. Reagan for a brief, personal chat with the audience here, or have the opportunity to ask a few questions if there is time. Bucky Bush could be such a person, but he's out of the country just now.
3. Can your good office obtain a White House hors d'oeuvres menu which would add authenticity to our "White House Connection"? This will be served informally but accurately following the broadcast.

Senator John Danforth
October 11, 1983
Page Two

We are most grateful for your prompt help here as we have little time to accomplish the above, but can do so if we get the answers as quickly as possible.

We thank you so very much for this assistance. Will Homer and I see you at Grant's Farm on the 22nd at the party for Kit?

With all best wishes and gratitude,

Elizabeth

Elizabeth Gentry Sayad
Account Manager

cc: Michael Hardgrove, General Manager KETC-TV
Richard Hellan, President PPC

enclosure

TR

179641

4008

PR016-01

PR016

BG003-04

PR011

PP005-01

AR

October 17, 1983

Dear Mrs. Daly:

Thank you for your thoughtful letter. Nancy and I enjoyed the opportunity to have an informal chat on the Merv Griffin Show. We are pleased that the interview has had such favorable reaction.

Although I have not yet made my decision about seeking a second term, I will keep your encouraging words in mind. I am very grateful for your enthusiastic support.

Nancy and I send our best wishes to you and your family.

Sincerely,

RONALD REAGAN *AR*

✓
Mrs. James Daly
47 Manchester Street
West War, Rhode Island 02893

rr;avh;kcs;pps

8

831017

DRAFT/Date 10/12/83

RR / KCS / [Signature] / [Signature]
(Drafter) (Rev. I) (Rev. II)

AVH / _____ / _____

SPECIAL INSTRUCTIONS:

Enclosures:

Other:

Dear Mrs. Daly:

18/

1

Sept 28, 1983

Dear President Reagan:

I am writing to you
because of a program I saw you
on recently. (MERU GRIFFIN.)

19 I will be thirty yrs. old
tomorrow, and I have never
registered to vote.

Until now I've never had
any reason to. Before I believed
that no matter if I voted or not
Congress would put who they
wanted into the Presidency.

p Since you have become
president I have seen many
changes in many things.

It has taken me thirty yrs
to have confidence in anyone
running the U.S. or any political
doings.

2

You have brought all this back by being the person you are. You're the only one whom I have seen care for people.

You may have taken many things away but what you are giving back is priceless and much more than our so-called Americans deserve. Some of them anyway.

The main reason I am writing is to tell you, that I have decided that if you run again in '84' I'll be the first to sign up, as is my right, to vote for someone I believe in after all this time.

3

Please keep up the good
work, I believe in you.

Sincerely
Marion J. Daly

P.S.

Please excuse my mistake in the
spelling of President, but as you
know, we all make them.

I realize you may never see
this letter personally, but I hope
they let you know you have
one more on your side.

Marion J. Daly
47 Manchester St
West Warwick, RI 02893

180712

4000

PR016-01

PP005-0

October 21, 1983

WS

Dear Mr. and Mrs. Thompson:

Thank you for writing. Nancy and I enjoyed the opportunity to have an informal chat with the American people on the Merv Griffin Show. We are very pleased that the interview has encouraged so much favorable reaction.

With our appreciation and best wishes,

Sincerely,

RONALD REAGAN

A

X

Mr. and Mrs. Claude Thompson
34566 Avenue B
Yucaipa, California 92399

RR:KCS:PG:AVH:plr10PMNA

831021

DRAFT/Date 10/18/83

RR / KCS / py / wh
(Drafter) (Rev. I) (Rev. II)

SPECIAL INSTRUCTIONS:

Enclosures:

Other:

AVH / _____ / _____

S/RP
R

Dear Mr. and Mrs. Thompson:

Thank you for writing. Nancy and I enjoyed the opportunity to have an

Charley
Shepherd



Yucaipa, Calif.
Sept. 29-83

Dear Mr. President & Mrs. Reagan;
I want to tell you how much we
enjoyed the program with Merv G.

It was very interesting, and we enjoyed
seeing the surroundings, all so lovely.
Your explanation of so many things was
most interesting, And Merv is a very good
host.

My husband & I wish the best for both
of you.

Sincerely,

Alma & Claude Thompson